



Alexander Max Jarvie

Partner

Office

Montréal

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Expertise

Technology
Cybersecurity and Data Privacy
Life Sciences

Bar Admissions

Québec, 2015

Max gives his clients peace of mind about their most complex issues involving privacy, data protection and artificial intelligence.

Max advises Canadian, U.S. and international organizations on privacy and data protection, the use of AI and other advanced technologies, and information governance and risk management strategies. He also advises on transactions involving technology, technology licensing agreements and related corporate commercial matters.

Max's clients benefit from his in-depth understanding of their technology needs, drawn from 13 years in the IT field prior to beginning his legal career. Prior to joining Davies, Max practised at the Montréal office of a national law firm. He also clerked for the Honourable Justice Nicholas Kasirer of the Québec Court of Appeal and for the Honourable Justice Hanan Melcer of the Supreme Court of Israël.

A frequent writer and speaker, Max shares his expertise on the intersection of law and technology, including artificial intelligence, privacy law matters, privacy-protecting technologies, distributed ledger technologies and smart cities.

REPRESENTATIVE WORK

Mannarino Systems & Software Inc.

Acted for the shareholders of Mannarino Systems & Software Inc., a global leader in avionics for electric aircraft and drones and certified systems for the aerospace sector, with the sale of all of their issued and outstanding shares to Scalian SAS.

eStruxture Data Centers

Acted for eStruxture Data Centers, Canada's leading data centre platform, in connection with Fengate Asset Management's record-breaking C\$1.8-billion investment transaction.

Outfront Media Inc.

Acted as Canadian counsel to OUTFRONT Media Inc. in the C\$410-million sale of its Canadian outdoor advertising business to Bell Media, a wholly-owned subsidiary of BCE.

Searchlight Pharma Inc.

Acted for the shareholders of Searchlight Pharma Inc., a top-growth Canadian specialty and innovative branded pharmaceutical company, in connection with the sale of their 100% interest to Apotex Inc.

Thread Collective Inc.

Acted for Thread Collective Inc. in their acquisition of all issued and outstanding shares of 9167200 Canada Inc. (dba Kanuk), from the founder and Champlain Financial Corporation. Kanuk is a Montreal-based manufacturer and retail brand known for cold-weather apparel and winter coats, boasting an international reputation.

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Direct Travel, Inc.

Acted as Canadian counsel to Direct Travel, Inc., in its sale to a group of investors, including Durable Capital Partners, Madrona Ventures, Top Tier Capital Partners, and Blackstone Credit & Insurance, led by Steve Singh.

Plusgrade Inc.

Acted for Plusgrade in connection with General Atlantic's strategic investment in the ancillary revenue powerhouse. The investment represents a monumental transaction for the global travel tech sector.

Vance Street Capital LLC

Acted for Vance Street Capital, a Los Angeles private equity fund, in the sale of Terra Insights, a Vancouver-based geotechnical, structural and geospatial monitoring company, to Orica for cash consideration of C\$505 million.

Mondi plc

Acted for Mondi plc, a global leader in the production of sustainable packaging and paper, in its acquisition of the Hinton Pulp mill from West Fraser Timber Co. Ltd. (West Fraser) and its long-term partnership with West Fraser to access local, high-quality fibre from well-established wood basket, as well as with Mondi plc's plans to invest €400 million in the expansion of Hinton.

Industrial and Financial Systems AB

Acting for Industrial and Financial Systems AB in its approximately C\$1-billion acquisition of Copperleaf Technologies Inc., a provider of enterprise decision analytics software to companies managing critical infrastructure.

RECOGNITIONS

The Best Lawyers in Canada—Privacy and Data Security Law; Technology Law

INSIGHTS

Interview, *Lexpert Special Edition: Technology and Health Sciences*, "Privacy law reform chasing rapid technological advance of AI and biometrics"; Web Publication
June 17, 2024

The Power and Peril of IP Addresses: The Supreme Court of Canada Weighs in on the Changing Landscape of Online Privacy
Mar. 22, 2024

Investing In... 2024: Canada chapter, co-author
Jan. 01, 2024

Governance Insights: Get Smart on Artificial Intelligence (AI) and Corporate Governance: Key Considerations for Boards of Directors
Dec. 07, 2023

Osgoode Professional Development, 1st Annual Forum on Artificial Intelligence (AI) and the Law, co-chair; Toronto, ON; Nov. 27 & 28, 2023
Nov. 27, 2023

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Doing Business in Canada 2023, contributor
Nov. 14, 2023

Technology M&A 2024, Canada chapter, co-author
Oct. 31, 2023

Technology M&A 2023, Canada chapter, co-author
Feb. 21, 2023

First OPC Ruling for 2023 Will Impact Third-Party Processor Contracts
Feb. 08, 2023

Investing In... 2023: Canada chapter, co-author
Jan. 19, 2023

EDUCATION

McGill University, LLB/BCL, 2014

McGill University, PhD (Philosophy), 2005

London School of Economics and Political Science, MPhil (Logic & Scientific Method), 1999

University of Toronto/Trinity College, BA (Philosophy), 1995

PROFESSIONAL AFFILIATIONS

Canadian Bar Association

Lord Reading Law Society

Young Bar of Montréal

COMMUNITY INVOLVEMENT

McGill Law Journal, Advisory Board

JLive.com, Advisor

TEACHING ENGAGEMENTS

Max has taught the tax implications of cryptocurrencies at McGill University's Faculty of Law.