



Alexander Max Jarvie
Partner

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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

The Bidvest Group Limited

Acting for The Bidvest Group Limited, a South African publicly-traded company, in its acquisition of 100% of Citron Hygiene LP, a provider of washroom hygiene products and services in the U.S., Canada and UK, from Birch Hill Equity Partners and other investors.

Bit Digital, Inc.

Acted for Nasdaq-listed Bit Digital, Inc. in its acquisition of Enovum Data Centers Corp., a Montreal-based owner, operator, and developer of high-performance computing datacenters.

Long Span Partners, LLC

Acted for the shareholders of Risk Control Technologies Inc., Toronto-based leading provider of risk management and loss control solutions to the insurance industry, in the sale of a 100% interest to Duck Creek Technologies Inc.

Oxford Properties Group and Canada Pension Plan Investment Board

Acted for Oxford Properties Group and Canada Pension Plan Investment Board in its C\$325-million sale of Les Galeries de le Capitale, a super regional enclosed shopping centre located in Quebec City, to Primaris Real Estate Investment Trust.

Industrial and Financial Systems AB

Acted 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.

DAVIES

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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.

eStructure Data Centers

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

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.

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.

RECOGNITIONS

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

INSIGHTS

Giving Meaning to Meaningful Consent: The Federal Court of Appeal's Landmark Decision on Data Privacy
Sept. 30, 2024

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

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

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

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.