

**Tony Asseiro, MEng, BEng**  
Senior Manager, SR&ED Technical

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**Professional Summary**

- Tony is a SR&ED and intellectual property expert, having extensive experience with SMEs and large multinational companies in various industries.
- He is a successful project manager who works with engineers and technical staff to develop SR&ED technical project descriptions. He also provides advice on IP matters such as patent and trademark strategies. Tony is known for his excellent communication skills and strong customer service focus.

**Experience**

- Tony has several years of SR&ED experience, including successfully defending numerous CRA claim audits, and is knowledgeable about other government funding programs such as NRC-IRAP and Mitacs.
- Tony has more than 20 years of experience in patents and research and development, including 10 years with a multi-billion dollar global innovator for the automotive industry. Tony evaluated new ideas from engineers and shop floor workers, and prepared and prosecuted numerous international patent applications.
- Tony provides legal guidance in the areas of patents (patentability searches, infringement analysis), licensing, contracts, and trademarks.
- The industries that Tony provides expert consultation in, include but are not limited to: consumer products; electrical engineering and controls; food and beverage; forestry; marine engineering and sciences; materials engineering; pulp and paper; and wineries and distilleries.

**Education**

- Tony obtained his Master of Engineering (Materials), *summa cum laude*, from McMaster University.
- He also holds a Bachelor of Engineering (Metallurgical), *summa cum laude* from McMaster University.

**Community Involvement**

- Tony volunteers at MacServe (McMaster University alumni association).

**Service Focus:**

- SR&ED & IP

**Industry Focus:**

- Aviation
- Automotive
- Cannabis (Licensed Producers)
- Consumer Products
- Electrical Engineering & Controls
- Energy and Natural Resources
- Food & Beverage
- Forestry
- Manufacturing
- Marine Engineering & Sciences
- Materials Engineering
- Pulp & Paper
- Technology
- Wineries & Distilleries