

Events

July 16, 2015

LaunchYU Pitch Competition and Accelerator Program Graduation 2015

[Click](#) for details.

July 29-30, 2015

Global IP Summit 2015

London, UK. International Intellectual Property Law Association event.

[Click](#) for details.

July 27 – 29, 2015

Canvas 2015

CIVDDD and CANVAC present Canadian Visual Analytics School, CANVAS 2015 at York University.

[Click](#) for details.

August 24 – 28, 2015

Justice Design Project

A Winkler Institute for Dispute Resolution at Osgoode Hall Law School event.

[Click](#) for details.

IP Notes

Johanne Bélisle appointed CEO of CIPO, effective September 8, 2015.

[Click](#) for details.

Agent Privilege (Bill C-59)

receives royal assent

Digital Privacy Act (Bill S-4)

receives royal assent.

The IPIGRAM (14 July 2015)

Feature Posts

In Celebration of the Toronto 2015 Pan Am/ParaPan Am Games



**On Your Mark, Get Set, Go!
Ambush Marketing and the
Pan Am/Parapan Am Games 2015**

By: Teresa Scassa

On Your Mark, Get Set, Go! Ambush Marketing and the Pan Am/Parapan Am Games 2015

July 6, 2015 by [Teresa Scassa](#)

As with any other major sporting event, the Pan Am/Parapan Am Games 2015 will showcase elite athletes. Behind the scenes the marketing games will also be in full swing. These games involve ambush marketing, the bane of major sporting events and their sponsors.

[Read more](#)

[Teresa Scassa](#) is the Canada Research Chair in Information Law at the University of Ottawa. Some of her writing on ambush marketing and the law can be found [here](#), [here](#) and [here](#).

Why Now is the Perfect Time to Discuss Performance Rights



July 12, 2015 by [Aicha Tohy](#)

It's Toronto's time to shine! This past October, Governor General David Johnston officially declared 2015 to be the "Year of Sport in Canada" and Toronto's hosting of the Pan American Games is clearly one of the reasons why. The major

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[Commerce](#) expects the games to bring in 250,000 new visitors as well as more than \$3.7 billion in new economic activity.

Considering that tourists spend [\\$1.1 billion](#) in food and beverages alone every year, each tourist the games bring in is a potential new consumer for bars and restaurants in the city. As the business becomes increasingly [competitive](#), eating and drinking establishment owners might want to rethink their practices and come up with new ways to attract clients in order to make the most of the Pan American Games. And music might just be the answer.

[Read more](#)

Aicha Tohry is an IPilogue Editor and a JD Candidate at Osgoode Hall Law School.



The Internet Society launched its second annual Global Internet Report, entitled, "[Internet Society Global Internet Report 2015: Mobile Evolution and Development of the Internet](#)". Focused on the impact of the mobile Internet, this year's report shows that mobile has fundamentally transformed Internet access and use, and holds the key to fulfilling the promise of Internet connectivity for the next billion people.



CBC vs. The World: Let the Broadcasting Games Begin

July 13, 2015 by [Michael Cara](#)

In the September 2012 battle for broadcast rights to the 2015 Pan American Games, CBC/Radio Canada emerged victorious from what was reportedly described as a "[very aggressive bidding process with multiple bidders](#)." In light of the difficult landscape shift CBC has experienced over the past two years, there was serious concern as to how the public broadcaster would approach this year's games.

[Read more](#)

Michael Cara is an IPilogue Editor and a JD Candidate at Osgoode Hall Law School.

Recent Posts

They-Who-Must-not-be-Named-or-at-Least-Must-not-be-Named-THAT

July 7, 2015 by [Jacquilynne Schlesier](#)

The [tangled history of Pro Football, Inc \(PFI\)](#) and the issue of disparaging trademarks is back in the spotlight with recent [accusations of bribery](#) and an anti-Washington Redskins [prime time commercial](#) from the National Congress of American Indians.

[Read more](#)

Jacquilynne Schlesier is an IPilogue Editor and a JD candidate at Osgoode Hall Law School.

Businesses Should Re-evaluate Approach to Privacy with

Passage of Digital Privacy Act

June 25, 2015 by [Kirsten Thompson](#), [Charles Morgan](#), [Daniel G.C. Glover](#) and [Barry Sookman](#)

The *Digital Privacy Act* (Bill S-4) passed into law yesterday, introducing (among other things) significant fines and mandatory breach notification (not yet in force) into the Personal Information Protection and Electronic Documents Act (PIPEDA). Organizations which handle personal information in the course of their commercial activities will want to undertake a review of their privacy policies and security safeguards. In light of the new power to levy significant monetary penalties, boards of directors may want to review their organization's allocation of risk around these issues.

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[Kirsten Thompson](#) is Counsel in McCarthy Tétrault's National Technology Group. [Charles Morgan](#) is the national leader of McCarthy Tétrault's Information Technology Law Group and co-leader of the Firm's national Cybersecurity, Privacy and Data Protection Group. [Daniel Glover](#) is a partner in McCarthy Tétrault's Intellectual Property Group and a member of the Privacy, Technology, Franchise & Distribution, and Appellate Groups. [Barry Sookman](#) is an IP Osgoode Advisory Board member and a senior partner with McCarthy Tétrault in the Toronto office. He is the former Co-Chair of the firm's Technology Law Group and was the head of the firm's Internet and Electronic Commerce Group.



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