

Intellectual Property Law & Technology Program

### **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

<u>Teresa Scassa</u> 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 <u>here</u>, <u>here</u> and <u>here</u>.

# Why Now is the Perfect Time to Discuss Performance Rights



July 12, 2015 by Aicha Tohry

It's Toronto's time to shine! This past October, Governor General David Johnston officially <u>declared</u> 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

Subscribe to our email list

### IPilogue: Call for Applications Positions Available:

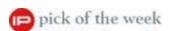
Graphic Artist & Illustrator Click for details. Features Editor Click for details.

# Intellectual Property Journal Call for Submissions

Submissions are welcomed to be considered for inclusion in the Intellectual Property Journal (IPJ). Click for details. 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 <u>tangled history of Pro Football</u>, <u>Inc (PFI)</u> and the issue of disparaging trademarks is back in the spotlight with recent <u>accusations of bribery</u> and an anti-Washington Redskins <u>prime time commercial</u> 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 <u>Kirsten Thompson</u>, <u>Charles Morgan</u>, <u>Daniel G.C.</u> <u>Glover</u> and <u>Barry Sookman</u>

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.

#### Read More

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.



IP Osgoode | Intellectual Property Law & Technology Program
Osgoode Hall Law School | York University
416.650.8449 | <u>iposgoode@osgoode.yorku.ca</u> | <u>www.iposgoode.ca</u>

Share this email:







Manage your preferences | Opt out using TrueRemove™
Got this as a forward? Sign up to receive our future emails.
View this email online.

4700 Keele St. Toronto, Ontario | M3J 1P3 CA This email was sent to .

To continue receiving our emails, add us to your address book.

