

## FEATURE POSTS



### The Honourable Mr. Justice Marshall Rothstein visits Osgoode

On November 21, 2019, Justice Marshall Rothstein of the Supreme Court of Canada, met with Osgoode students enrolled in the Osgoode IP Intensive Program and shared insights from his experience as a Supreme Court Justice.



### Federal Trade Commission Publishes Guidance Document for Social Media Influencers

November 19, 2019 by Alessia Monastero

Influencer marketing has become a [6.5 billion dollar business](#). [Sixty-two percent](#) less expensive than traditional marketing and driving nearly [three times](#) as many leads, businesses and consumers alike are acknowledging and realising the benefits of real-time reviews from prominent social figures. The rise of digital influence, however, has come with speculation and concern in relation to consumer protection and false advertising. With [forty-seven percent](#) of millennials basing many of their purchasing decisions on social media endorsements, the Federal Trade Commission (FTC) has addressed and continues to address the various concerns surrounding the disclosure and authenticity of sponsored advertisements on social media.

*Written by Alessia Monastero, IPilogue editor and articling student at Deeth Williams Wall LLP*

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### IP Osgoode's Pina D'Agostino featured in Oxford's Cross Keys 2019, list of St. Peter's College Inspiring Women



Professor Giuseppina (Pina) D'Agostino has been featured in the University of Oxford, St. Peter's College magazine, which is the annual publication for Oxford alumni and friends.

St. Peter's "Inspiring Women" exhibition, was curated for the Women's Gaudy in March, celebrating the diverse achievements of St. Peter's College alumnae.

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## LATEST POSTS

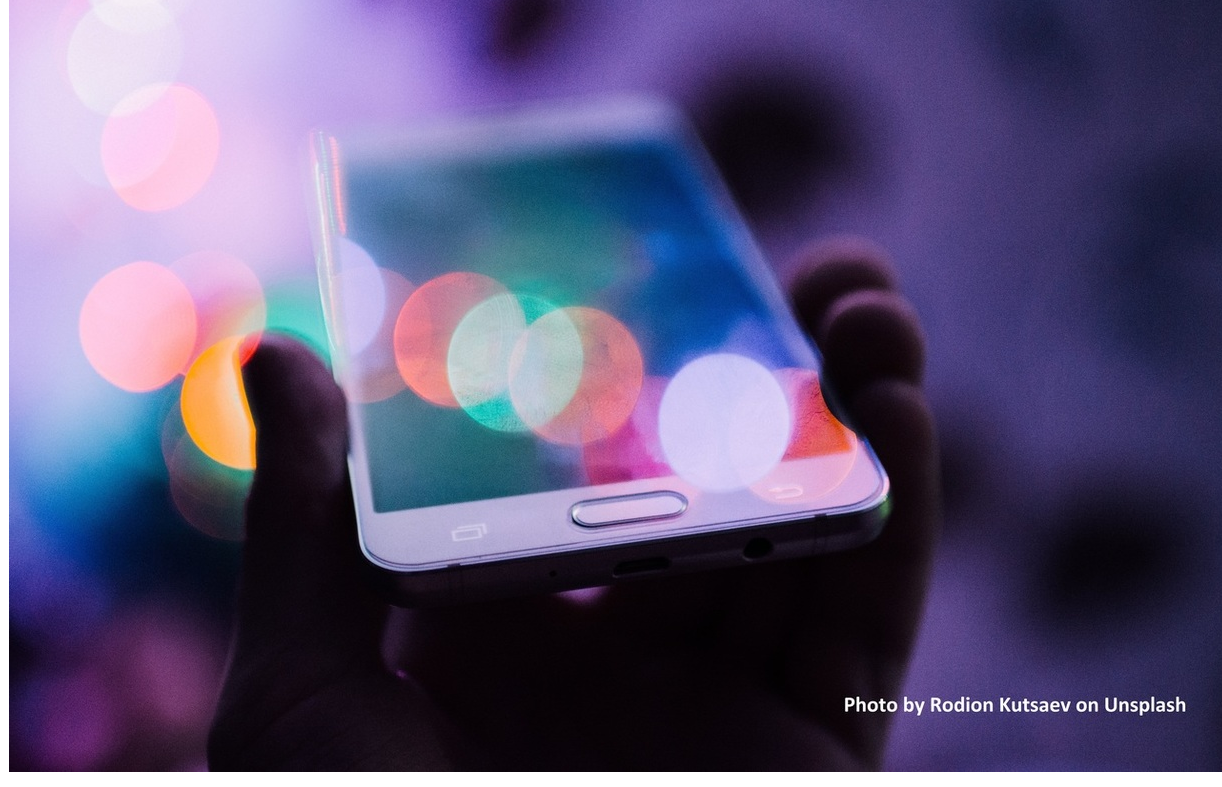


Photo by Rodion Kutsaev on Unsplash

### Managing the Risks of Cybersecurity Breaches

November 18, 2019 by Elif Babaoglu

For last month's [National Cybersecurity Awareness Month](#), the Government of Canada, in partnership with security organizations, launched a campaign to create awareness and inform the public on the importance of cybersecurity.

The Office of the Privacy Commissioner of Canada (OPC) estimates that in the last 12 months, [approximately 28 million Canadians' personal information was compromised](#). This included the breach of personal financial data with institutions like [Desjardin](#) and [Capital One](#). These incidents serve as a reminder that even if data collection or a breach occurs domestically, cybersecurity has global implications as local data easily becomes cross-jurisdictional with a click of a link. Thus, breach of data can damage the institutions' operations and reputation, and trigger significant legal and compliance issues. As such, individuals and companies should be aware of the provincial, federal, and international rules that govern them to better manage the legal risks of civil liability.

*Written by Elif Babaoglu, Contributing IPilogue Editor and JD Candidate at Osgoode Hall Law School. Elif is also the co-director of events at the Osgoode Privacy Law Society.*

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### Who owns my privacy and why I don't want people to know where I drive

November 18, 2019 by Julianna Felendzer

To me, "big data" has become synonymous with Big Brother, the central political figure behind data collection and monitoring in George Orwell's "1984." Big Data plays a similar role in today's society, but it's not often clear who or what organizations play this role, and what parts of my private data are being collected to violate my personal privacy. Following the revelation of the Facebook-Cambridge Analytica scandal in 2018, the public consciousness has grown to include privacy and data collection as primary concerns, but there hasn't been much transparency, or changes in this practice.

*Written by Julianna Felendzer, Osgoode JD Candidate, enrolled in Professors D'Agostino and Vaver 2019/2020 IP & Technology Law Intensive Program at Osgoode Hall Law School. As part of the course requirements, students were asked to write a blog on a topic of their choice.*

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## Events

27 November 2019

### Cybersecurity Innovation Conference 2019

For more information and to register, click [here](#).

2 December 2019

### An Industry Transformed: Securing Sustainable Growth for Today's Digital Music Industry

Visit [event page](#) for registration and details.

## IP Picks of the Week

AI system designers filed patent applications in the UK, US and EU to recognise artificially intelligent system that created new products as the inventor. Read more [here](#).

The new intellectual property law for the Dubai International Financial Centre came into effect on November 21, 2019. Full text can be downloaded [here](#).



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