## Intellectual Property Law & Technology Program

## Events

#### April 12, 2018 Group of Seven Guitar Project

Hosted by The Centre Aisle and McMichael Canadian Art Collection. Visit the event's Facebook page for further information.

April 19, 2018 Digital Multimedia: A Case Study in Design and Sustainability in Online Legal Education

Participants will be shown a case study, namely the design of a set of multimedia resources in 2002/4 and its use with several hundred adjunct staff and around 5,000 students in the period 2004-18 on a professional education programme at Strathclyde University. 10:00 AM @ Osgoode Professional Development (1 Dundas St. W., 26th

#### April 30 - May 1, 2018 **OCE Discovery**

The IP Osgoode Innovation Clinic will be participating in this leading innovation-tocommercialization conference. Hosted by Ontario Centres of Excellence, Discovery brings together key players from industry, academia, government, the investment community as well as entrepreneurs and students to collaborate. Click here for details.

#### May 1, 2018 The Pitch – Where Startups State their Case

Legal tech entrepreneur pitch competition, visit event website for details.

May 7, 2018 Copyright and Freedom of Expression: Does Ownership Still Trump Free Speech? IPIC sponsored event, visit the event website for details.

## **IP Notes**

#### **Call for Applications** IPilogue Summer Volunteer Opportunities

IP Osgoode is seeking Canadian and international law students interested in writing about IP and related areas. To apply for the IPilogue Editor position, click here for the application process.

## July 1, 2018 Canada's IP Writing Challenge 2018

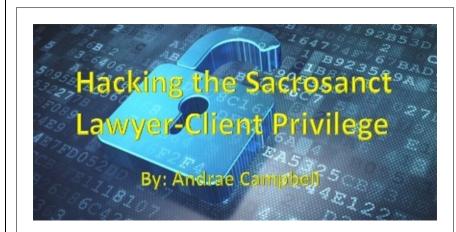
The Intellectual Property Institute of Canada (IPIC) and IP Osgoode invite submissions from law students, graduate students, and professionals. Click <u>here</u> for details.



Ontario outlines IP strategy in the 2018 Ontario Budget. The Province is exploring an Intellectual Property Strategy focused on three themes: supporting the generation and ownership of higher quality patents by Ontario innovators; educating Ontario firms to become savvy users and producers of intellectual property assets; and defending and expanding the freedom to operate for Ontario entrepreneurs.

# The IPIGRAM (29 March 2018)

## **FEATURE POST**



## Hacking the Sacrosanct Lawyer-Client Privilege

March 29, 2018 by Andrae Campbell

We have swiftly transitioned into a digital age and it seems as if information could be the new weapon of mass destruction. Cybercriminals have long realised just how valuable information can be and have been launching missiles at an unprecedented rate, resulting in copious causalities of information security breaches. Earlier this year, CNN reported that Hospitals in the United Kingdom fell prey to the WannaCry cyber attack and had to declare states of emergency because patient records were inaccessible, putting patient lives at risk. From multinational corporations, to even patients lying in hospital beds - it seems as if no one is immune to these threats. Could the legal fraternity be next?

### Read more

Andrae Campbell is an IPilogue editor and LLM Candidate at Osgoode Hall Law School.

## RECENT POSTS

## Encouraging Innovation by Promoting Intellectual Property Education in Canadian Post-Secondary Institutions

March 29, 2018 by William Foster

On August 21st, 2017, the Canadian Intellectual Property Office ("CIPO") released its five-year business strategy for 2017 to 2022. Of the five main strategies for supporting Canadian innovation and businesses, CIPO outlined a plan for building intellectual property ("IP") awareness and education throughout Canada by expanding CIPO's presence and partnerships in innovation focused networks and communities. While CIPO's proposed initiatives to implement its IP education plan are commendable, they seem to primarily focus on small to medium sized businesses. Most notably, CIPO's proposed plans do not outline a specific IP education strategy for postsecondary students involved in research at higher education institutions.

## Read more

William Foster is a JD Candidate at Osgoode Hall Law School and was enrolled in Osgoode's Intellectual Property Law Intensive Program. As part of the program requirements, students were asked to write a blog on a topic of their choice.

## Blockchain: Revolutionizing Content Creation, Registry and Dissemination in the Creative Industry

March 29, 2018 by Ekin Ober

People often inadvertently refer to "Bitcoin" when they actually mean blockchain, perhaps largely because the Bitcoin cryptocurrency was the first application of blockchain. But, blockchain is more than cryptocurrency. Cryptocurrency is a type of digital asset implemented using the blockchain technology. The blockchain technology allows cryptocurrencies to be stored and transferred on a distributed ledger using a peer-to-peer, open, public, and anonymous network. Thus, although blockchain technology was initially created to facilitate cryptocurrency transactions and is largely known for its applications in the financial services industry, any application that requires a registered ledger is a candidate for blockchain support. Industries other than financial services can benefit from adopting blockchain, including the creative industries which refers to economic activities concerning the generation and commercialization of knowledge and information.

Ekin Ober is an IPilogue Editor and a JD/MBA student at Osgoode Hall Law School and the Schulich School of Business.

# Virgil Abloh's "Trademark"

March 29, 2018 by Saba Samanian

Virgil Abloh, the Creative Director of fashion house Off-White and currently one of the biggest designers in the fashion industry, may have some important legal decisions to make in the near future.

Abloh has been using quotation marks around everything he associates with the Off-White brand. Whether it is a design feature on a shoe, a store name, or just different objects on his Instagram account, the quotation marks have become his new go-to, and his devoted fans are noticing the trend. As such, the question becomes: can Abloh's use of quotation marks be protected through trademark law given its use for commercial purposes?

# Read more

Saba Samanian is an IPilogue Editor and a JD Candidate at Osgoode Hall Law School.





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