

## FEATURE POSTS

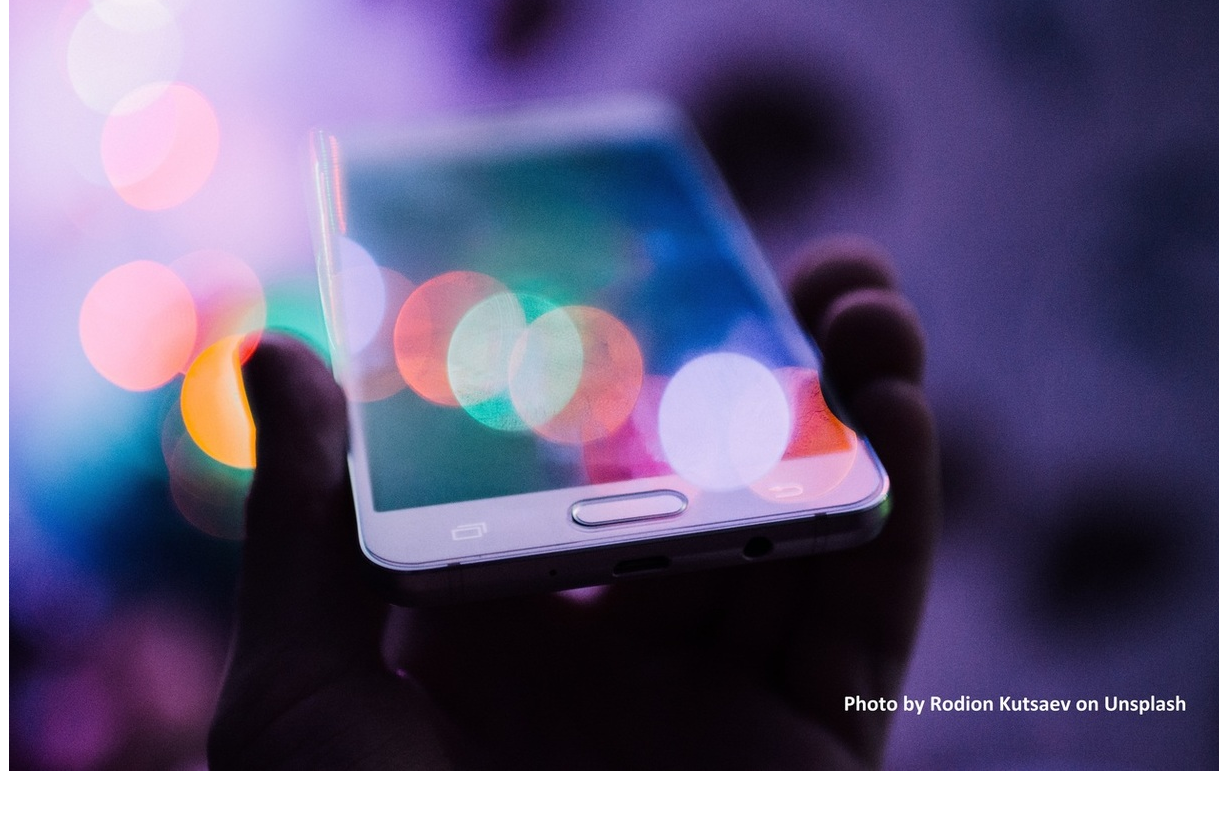


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### The Legal Considerations of Live-Stream Shopping

August 10, 2020 by Alessia Monastero

Live-streaming shopping platforms have become particularly popular in China, with many established shopping models investing in them and implementing live video and influencer marketing into their business models. Though live shopping as a platform has yet to have a significant impact on the e-commerce scene in North America, various aspects of live commerce have been available for some time – the most notable being the rise of influencer marketing on social media platforms. With many people relying on online shopping since the beginning of the COVID-19 pandemic, there are real and quantifiable benefits to seeing products live and styled, rather than as a static image or 360 degree video on a retailer's website. However, with the increase in live shopping come questions and concerns with respect to the various implications this new form of shopping can have on e-commerce, intellectual property, and consumer protection laws, both domestically and globally.

*Written by Alessia Monastero, IPilogue Senior Editor and Osgoode JD alumnus, Class of 2019.*

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At [Osgoode Hall Law School](#), one of the ways we strive to foster innovation is through our [Innovation Clinic](#), a student-focused initiative that assists start-up companies, entrepreneurs and inventors with IP-related business issues.

IP Osgoode invites all incoming first-year JD students to get involved with the IP Innovation Clinic on a volunteer basis and welcomes upper-year JD students to get enrolled in the directed reading course called "[IP Innovation Program](#)" for the 2020/2021 academic year.

**IP OSGOODE**  
Intellectual Property Law & Technology Program



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## LATEST POSTS

### Discriminatory Trademarks Have no Place on the Register

August 12, 2020 by Rachel Marcus

Live-streaming shopping platforms have become particularly popular in China, with many established shopping models investing in them and implementing live video and influencer marketing into their business models. Though live shopping as a platform has yet to have a significant impact on the e-commerce scene in North America, various aspects of live commerce have been available for some time – the most notable being the rise of influencer marketing on social media platforms. With many people relying on online shopping since the beginning of the COVID-19 pandemic, there are real and quantifiable benefits to seeing products live and styled, rather than as a static image or 360 degree video on a retailer's website. However, with the increase in live shopping come questions and concerns with respect to the various implications this new form of shopping can have on e-commerce, intellectual property, and consumer protection laws, both domestically and globally.

*Written by Rachel Marcus. Rachel is entering her third year at Osgoode Hall Law School. She is an IP Innovation Clinic Fellow and part of the IP Intensive Program.*

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### Is Toronto Ready to be Transformed into a Smart City?

August 13, 2020 by Elif Babaoglu

[Smart cities](#) use IoT (internet of things) sensors and technology to connect components across a city to derive data to improve the lives of the citizens and visitors of the city. Smart cities are [technology-based infrastructures](#) that use information and communication technologies to increase the operational efficiency in urban planning, public transportation systems, environmental initiatives, and utilize the city's resources where it is most required.

Smart cities use a combination of the IoT devices, software solutions, communication networks and user interfaces to collect data, which then is [analyzed](#). Smart cities can provide personalized solutions to improve the urban quality of life, which is becoming increasingly important as the [world is becoming more urbanized](#). Indeed, by [2050, more than 60% of the world's population](#) is expected to live in cities. Across the world, the smart cities market is [expanding rapidly](#) and will be worth an estimated \$545.7 billion by 2025.

*Written by Elif Babaoglu. Elif is a contributing IPilogue editor and also the Co-Director of Events of the Osgoode Privacy Law Society.*

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## Events

#### Standards and Patents: Law and Litigation

7-9 September 2020

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

#### European Policy for Intellectual Property 2020 Online Conference

9-11 September 2020

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

## IP Picks of the Week

The [World Intellectual Property Organization](#) (WIPO) and the [Music Rights Awareness Foundation](#) (MRAF) have joined forces to support creators around the world in ensuring they are fairly remunerated for their works. Read [full press release here](#).

WIPO just launched a new [artificial intelligence](#) (AI)-based tool to help users classify trademark images according to the Vienna Classification more easily: the [Vienna Classification Assistant](#).

On August 13, 2020, the Ontario Government has launched a [public consultation](#) on developing a new private sector data protection law for Ontario, asking Ontarians to submit feedback and thoughts through [the online survey](#) before the closing date of October 1, 2020.



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