

## FEATURE POSTS



Photo by Michał Borowczyk on Unsplash

### The Implications of Commercializing IP: How Patent Rights Get Compromised in Big Tech

January 24, 2020 by Summer Lewis

Patent protection is a crucial consideration for inventors with new innovations. It ensures that innovation persists in the marketplace, and also guarantees some form of monopoly and profit for inventors who invest in engineering new solutions. However, the recent tension between Google and Sonos forces us to consider: how useful are patents to start-up companies with limited resources?

[Sonos is suing Google](#) in two federal court systems for the infringement of five patents. For a collaboration in 2013 between Google’s music services and Sonos’ home speakers, Sonos shared the blueprints to their speakers—a mistake in hindsight which led to the alleged infringement on Google’s part. Sonos is seeking financial damages and a ban on the sale of Google’s speakers, smartphones, and laptops in the United States.

*Written by Summer Lewis, a second year JD Candidate at Osgoode Hall Law School. Summer is also the Content Editor of the IPilogue.*

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### IP Osgoode's Pina D'Agostino commented on the recent defamation case in an interview with The Lawyers Daily



Professor Giuseppina (Pina) D'Agostino has been cited in The Lawyers Daily publication, providing commentary on the recent defamation case *Theralase Technologies v. Lanter* 2020 ONSC 205, involving a series of anonymous online posts, directed at Toronto-based pharmaceutical company.

"It is unusual, but I think it is the beginning of many more of these kinds of cases. It was just a matter of time, in a world where we are all blogging and posting to anonymous social media sites," she said.

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### Apply Today for Osgoode's IP Intensive Program!

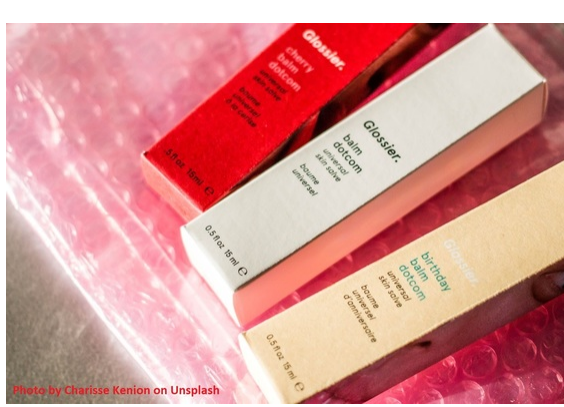
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If you want to read more about the different placement organizations and the students' personal experiences in the IP Intensive then please visit [IP Osgoode's website](#).



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## LATEST POSTS



### Glossier Tries Building Brand's Image by Filing Two Trademark Applications for the Packaging of its Products

January 24, 2020 by Alessia Monastero

Earlier this year, the beauty and skincare brand [Glossier Inc.](#) filed two trademark applications with the United States Patent and Trademark Office (USPTO)

relating to the packaging of its goods. The first application was filed with respect to its [pink-lined boxes](#), with the colour pink claimed as a feature of the mark. The second application relates to the [pink bubble wrap pouches](#) also used to package the goods. Both applications were filed for the same goods and services – cosmetics, makeup, skincare products, and the like.

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

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### 24 Hours for 70 Years: Interpreting the EU's Copyright Term Extension Directive

January 24, 2020 by Meghan Carlin

In a nod to discussions about artist and performer rights [currently underway in our own backyard](#), the new year has so far given us at least one possible attempt to work around the EU's "use it or lose it" clause via [EU Directive 2011/77/EU](#), known as the Term Extension Directive. Passed in 2011 by the [Council of the European Union](#), the Directive extends the copyright term of sound recordings from 50 to 70 years in the EU.



Photo by Sara Kurfeß on Unsplash

*Meghan Carlin is a first-year student at Osgoode Hall Law School. With her time spent working in music licensing for film and television informing her legal studies, Meghan also acts as a 1L rep for the Osgoode Entertainment and Sports Law Association.*

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## Events

#### Inclusion Day

4 February 2020

For more information, visit the Inclusion Day 2020 webpage [here](#).

#### Digital Media at the Crossroads

7 February 2020

For more details and to register, please visit the [website](#).

#### Bracing for Impact III - Zooming Out: Emerging Technologies

16-17 March 2020

Visit the [website](#) for registration and more details.

## IP Picks of the Week

This week U.S. Patent and Trademark Office officially published 39 newly granted patents for Apple Inc. which included covering an Enhanced PPG Sensor System for Apple Watch, 3D-Haptic Touch, OLED Display and more. Please see [here](#) for more details.



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