

FEATURE POSTS



[Click here to view COVID-19 Contact Tracing Webinar Recording](#)

Reflections on Bracing for Impact III - COVID-19 Contact Tracing: Legal and Ethical Challenges

June 23, 2020 by Rachel Marcus

In the rush to deliver technology-based solutions to the COVID-19 pandemic, we need to resist the inclination to "move fast and break things".

Attendees were reminded of this by Professor Dov Greenbaum on Monday, June 22nd, 2020, when IP Osgoode hosted "[Bracing for Impact III: Emerging Technologies](#)". The virtual conference was the third in a series of speaking engagements in partnership between IP Osgoode, Microsoft, and IDC Herzliya. The discussion centred around the legal and ethical challenges surrounding COVID-19 contact tracing and was moderated by Professor Pina D'Agostino and Doctor Aviv Gaon. The full list of speakers and their bios can be found [here](#). The following is a summary of the discussion that took place.

Written by Rachel Marcus. Rachel is going into her third year at Osgoode Hall Law School. She is a Fellow with the IP Osgoode Innovation Clinic, and a student in the IP and Technology Law Intensive.

Image by [Gerd Altmann](#) from [Pixabay](#).

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LATEST POSTS



The Rise of Fashion Tech and its Impact in the IP Space

June 26, 2020 by Alessia Monastero

Technology has been changing the way that people shop for years. Over the past decade, e-commerce platforms and social media applications have allowed forward-looking brands and retailers to embrace technology to meet consumer needs and expectations. Today, through [augmented reality](#) shopping experiences, [virtual reality mirrors](#) in dressing rooms, and the development of artificial intelligence (AI) algorithms to predict style trends, technology continues to create a more efficient and innovative fashion sector. Just last month, designer and Hanifa founder, Anifa Avuemba, debuted her latest collection through [3D representations on Instagram Live](#). With majority of fashion events and shows currently cancelled due to the ongoing pandemic, technology continues to expand what is possible in the fashion sector.

The majority of technology and e-commerce platforms have been investing in research and development in the fashion tech space for a numbers of years. In 2017, Amazon began developing a fashion design-specific AI initiative, which creates garment designs that can then be physically manufactured by humans. In developing this initiative, the question of [who created the designs](#) became a predominate concern.

Written by Alessia Monastero, IPilogue Senior editor and Osgoode JD alumini.

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Copyright in the Gaming Industry: From PAC-MAN to PUBG

June 25, 2020 by Daniel Bartolomucci

Gaming has been an influential part of my life. Growing up, my family and I spent hours playing video games like *Gears of War*. I left the semi-professional gaming world well before the rise of streaming platforms such as Twitch or Mixer, but the legal framework that governs the uploading and streaming of gaming content online is a fascinating issue for me. To a large extent, these issues are what piqued my interest in intellectual property rights, especially copyright, in the gaming industry.

Over the past few years, there have been novel legal issues in the gaming industry. For example, in early 2018, there was a [feud between Epic Games and the PUBG Corporation](#). The PUBG Corporation claimed that *PUBG* was the first game to introduce a "battle royale" mode, therefore considered to be the first true entry in the genre, while *Fortnite* copied the concept and infringed on the PUBG Corporation's work. The legal battle was settled privately, but what could the results have been if the parties decided not to settle?

Written by Daniel Bartolomucci, a third year JD Candidate at Osgoode Hall Law School.

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The Bitcoin Party: The Morning After the Halving

June 16, 2020 by Dan Choi

The Bitcoin halving of 2020 on [May 11th](#) came and went. For those with Bitcoins, it was New Year's Eve at Times Square; for others, it was just another Monday. If it was just another Monday for you, I want to invite you to the conversation and give you the rundown of all things Bitcoin, the halving, and other overused buzzwords.

The best way to start is by [simplifying](#) Bitcoin and explaining a few key definitions (underlined below).

Written by Dan Choi, a second year JD Candidate at Osgoode Hall Law School and an IPilogue Contributing Editor.

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Events

Women in Tech Webinar: The Ripples you Create - A workshop on amplifying women's voices in the media

7 July 2020

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

Cybersecurity: How do cybercriminals and other bad actors breach your «security»?

7 July 2020

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

The Virtual IP Court Hearing: What You Should Know Before You "Zoom" into Court

10 July 2020

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

IP Picks of the Week

The Intellectual Property Journal, edited by Professor Giuseppina D'Agostino and Professor David Vaver, is published by Carswell (<http://www.carswell.com/product-detail/intellectual-property-journal/>) three times per year.

New issue of the Intellectual Property Journal has been published recently, featuring:

Comment by the Hon. Kathleen M. O'Malley

"Losing Vision: the U.S. Founding Fathers understood the importance of a Strong Patent System - What Has Happened?"

Articles by Aviv Gaon "Searching for Common Ground: Conceptualizing Artificial Intelligence" and Wissam Aoun "Conflicted Regulation, the Public Interest and Canadian Patent Agency - Patent Agent Regulation at a Crossroads (Part II)"

Book Review by Pascale Chapdelaine "Daniela Simone, Copyright and Collective Authorship: Locating the Authors of Collaborative Work".

