

FEATURE POSTS

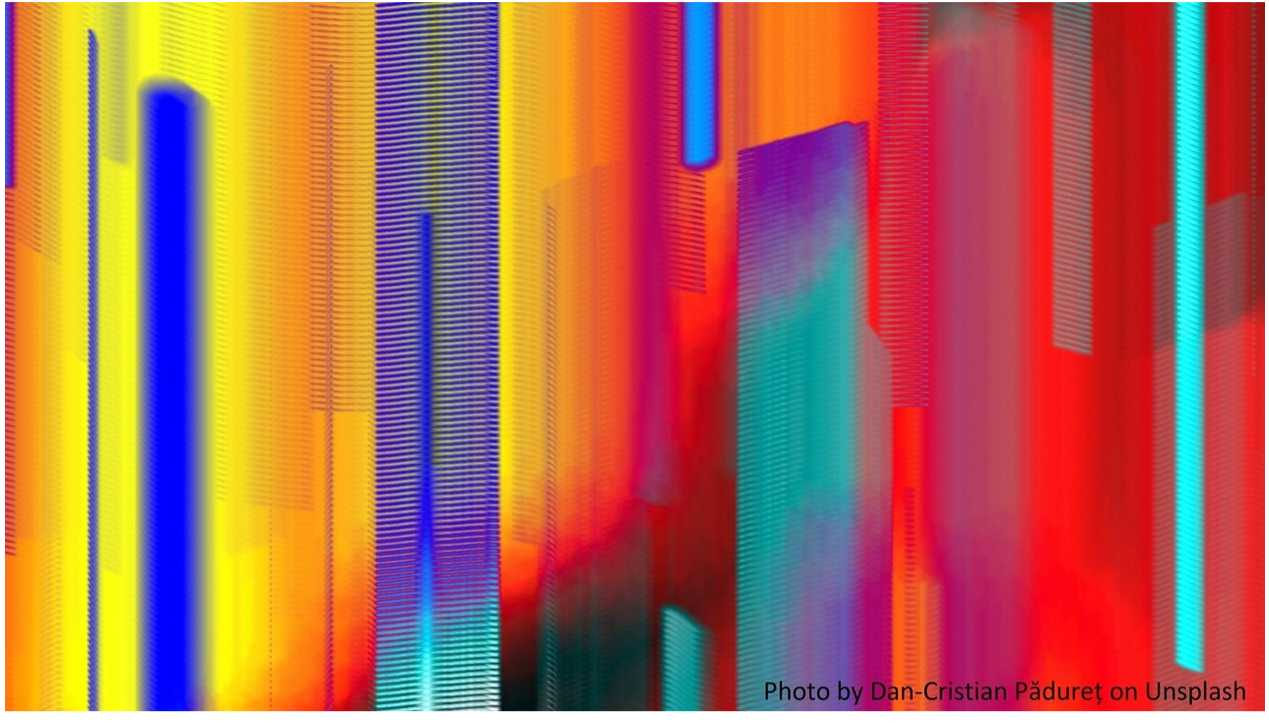


Photo by Dan-Cristian Pădureț on Unsplash

Big Tech & Antitrust Suits

November 5, 2020 by Elif Babaoglu

Antitrust inquiries and lawsuits are increasingly targeting big tech companies. Recently, four French online advertising companies and publishers filed an [antitrust complaint](#) against Apple with France's competition authority over iPhone's new privacy features. The four advertising lobbies and associations, namely IAB France, MMAF, SRI and UDECAM, argued that Apple is using "[privacy arguments to abuse their market power](#)."

Apple's new operating software [iOS 14](#) will require apps to get opt-in permission from users to collect their advertising identifier, a number that allows advertisers to send targeted ads, instead of an opt-out system. It has been argued that under Apple's new privacy configuration, few users will agree to be tracked, which makes it harder for advertising companies to sell personalized ads. On the other hand, Apple can hold itself to a [lower standard and send targeted ads](#) to iOS users without asking them for prior consent and potentially boost its profits.

Written by Elif Babaoglu. Elif is a contributing IPilogue editor and an avid privacy and tech-law enthusiast with a particular focus on artificial intelligence. Elif is enrolled in Professors D'Agostino and Vaver 2020/2021 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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IPilogue welcomes students as well as scholars and experts from around the world to submit their blogs to be featured in our blog and weekly newsletter!

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LATEST POSTS

Zoom Boom or Doom? The Fatigue of Synchronous Learning Saved by the Sweet Melody of Copyright

November 6, 2020 by Joseph Simile

In a recent Article from [National Geographic](#), author Julia Sklar goes in depth on the pitfalls of the recent "Zoom Boom" prompted by COVID-19; that is, the large-scale transition to synchronous online-based learning. The article paints a dreary picture of distracted students, freezing screens, and the newly dubbed "Zoom Fatigue" (excessive screen time) that, notwithstanding some benefits, result in an overall negative experience for both the student, and the educator.

Editors at the [Harvard Business Review](#), [CBC](#) and [BBC](#) have attempted to address some of these issues by publishing articles delineating ways to avoid "Zoom Fatigue" and other negative consequences. Colleen Flaherty of [Inside Higher Ed](#) however questions its overall sustainability. Quoting Phil Hill, a partner at [MindWires](#) ed-tech consultancy, "the limitations of synchronous video are equity and access" and that no number of "guides" are going to help students who can't afford laptops, internet, and quiet learning spaces during scheduled class times.

Written by Joseph Simile, Osgoode JD Candidate, enrolled in Professors D'Agostino and Vaver 2020/2021 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

Balancing Privacy and Public Health During COVID-19

11 November 2020, 12:30 pm to 1:30 pm

Panelists: Carole Piovesan, Ian Stedman, Daniela Pacheco, and Andrea Slane

This is a panel discussion on privacy and public health issues that have arisen as a result of the COVID-19 pandemic. Our panelists will engage in a lively discussion about contact-tracing apps, telehealth and existing tensions between public health and individual privacy rights. Attendees will have a chance to ask questions from the panelists at the end of the event.

Please [click here](#) to register.

Navigating the Evolving World of Online Trademark Use

11 November 2020

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

IP Picks of the Week

The Law Journal of the International Trademark Association called [The Trademark Reporter \(TMR\)](#) in its [September–October, 2020 \(Vol. 110 No. 5\)](#) issue published an article "[Clairol Revisited: Trademark Rights v. Freedom of Expression and Competition in Canada](#)" authored by Dan Bereskin, partner at Bereskin & Parr LLP.

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