

## FEATURE POSTS



### Fashion's Response to COVID-19 and the Regulatory Considerations in Producing Face Masks

May 8, 2020 by Alessia Monastero

Around the world, fashion companies have rushed to reallocate resources in order to address shortages in essential products amid the current global health pandemic. Paris-based giant LVMH Moët Hennessy Louis Vuitton has pivoted its manufacturing to produce [hand sanitizers](#), while Milan-based Prada has produced [thousands of hospital gowns and face masks](#).

Right here in Canada, fashion companies big and small have done their part to contribute to bettering the circumstances surrounding the pandemic. Canada Goose has used its facilities in Toronto and Winnipeg to produce [medical gear and patient gowns](#). Meanwhile, Toronto designers [NARCES](#) and [Hilary MacMillan](#) began creating non-medical grade masks in response to the pandemic. In the midst of what has proven to be an exceptionally challenging time for many communities globally, the fashion industry has stepped up to provide resources where possible.

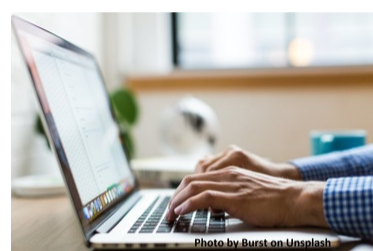
*Written by Alessia Monastero, IPilogue editor and articling student at Deeth Williams Wall LLP.*

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## LATEST POSTS

### Netflix Managing VPN Use's amid Plans for Global Programming

May 8, 2020 by Jason Clarke

Since January 2016, Netflix has continually [cracked down on users](#) who use virtual private networks (VPN) to bypass some of the geographic streaming restrictions. This block has created backlash from users around the world who are unhappy with the limited content in their jurisdictions.

Since its conception Netflix has restricted users' access to regional shows from other locations. However, due to pressure from content providers, the streaming service has become more aggressive with reinforcing the ban. While much of the popular content on Netflix today is original programming, it still has a lot of content that is only available in certain countries.

*Written by Jason Clarke, a third year JD Candidate at Osgoode Hall Law School. Jason is also a Clinic Fellow at the Osgoode Innovation Clinic.*

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### Out of Bounds: LeBron Facing Lawsuit over Recent Social Media Post

May 6, 2020 by Jason Clarke

NBA player LeBron James is facing a lawsuit for [posting a picture of himself](#).

*Complex Magazine* and *Sports Illustrated* reported that a New York copyright attorney filed a lawsuit against James on behalf of Steve Mitchell, who took a picture of James dunking during the LA Lakers vs. Miami Heat game on December 13<sup>th</sup>, 2019. The following day, James posted a cropped version of the picture on his social media accounts, resulting in the aforementioned lawsuit.

Mitchell's attorneys are arguing that the fact that James is the focus in the photo does not preclude him from seeking permission to publish the photo. As the owner, Mitchell argues that his copyright has been violated since no contractual agreement was reached between himself, James, and/or the Lakers. Mitchell is seeking damages of up to \$150,000 per infringement.

*Written by Jason Clarke, a third year JD Candidate at Osgoode Hall Law School. Jason is also a Clinic Fellow at the Osgoode Innovation Clinic.*

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## Events

### **Blockchain and Cryptocurrency: Impacts on Intellectual Property**

May 12, 2020

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

### **Primed for AI – the basics of artificial intelligence and machine learning**

May 13, 2020

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

### **Pivot Point**

May 14, 2020

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

## IP Picks of the Week

This week it was announced that Google-backed [Sidewalk Labs](#) scrapped its Toronto development project. The statement made by Chief Executive Officer of Sidewalk Labs Daniel Doctoroff can be read [here](#).

This week [World Intellectual Property Organization \(WIPO\)](#) launched [COVID-19 IP Policy Tracker](#) that provides information on operational changes and measures adopted by WIPO [member states](#) in response to the COVID-19 pandemic.

On May 8, 2020, the [United States Patent and Trademark Office \(USPTO\)](#) announced a new COVID-19 Prioritized Examination Pilot Program allowing USPTO to grant requests for prioritized examination to small or micro entity status patent applicants without payment of the typical fees. See the [Federal Register Notice](#) for more information.



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