

2014 Summer Courses in
Intellectual Property



INTELLECTUAL PROPERTY INSTITUTE OF CANADA
INSTITUT DE LA PROPRIÉTÉ INTELLECTUELLE DU CANADA



McGill

School of
Continuing Studies



Since 1994, the Intellectual Property Institute of Canada and McGill University have gathered some of the **best practitioners in the field** to conduct a series of intensive, practical summer courses in intellectual property. More than 2,500 professionals from the business, legal and public sectors have gained valuable insight and hands-on experience by participating in our unique summer program. Our introductory and advanced courses are an excellent opportunity to **network with individuals from diverse backgrounds** who, like you, have an interest in Canadian intellectual property.

INTELLECTUAL PROPERTY INSTITUTE OF CANADA

IPIC is the only intellectual property association in Canada to which nearly all patent agents, trade-mark agents and lawyers specializing in intellectual property belong. IPIC members receive a preferential rate on registration fees for the Summer Courses in Intellectual Property.

Continuing Professional Development (CPD)

Please visit www.mcgill.ca/intellectualproperty

for details on course accreditation by professional bodies and law societies.



Become an IPIC member today! www.ipic.ca

Mark Your Calendar!

Chart your individual course for success by selecting a comprehensive course or a short, targeted module.

JULY 21 - 25

Understanding Patents

- Protect inventions using the patent system.
- Obtain a patent and manage a patent portfolio.
- Establish a patenting, licensing & enforcement strategy.

JULY 28 - AUG 1

Understanding Trade-marks

- Select and protect valuable trade-marks.
- Manage a trade-mark portfolio efficiently.
- Obtain trade-mark protection abroad.

AUGUST 6 - 8

Copyright Master Class

- Secure and enforce copyright.
- Navigate through key issues in the entertainment and publishing fields.
- Gain in-depth knowledge on copyright in information technology.

**REGISTER
ONLINE NOW!**

Register Early!

Register before May 31, 2014

to receive a \$100 discount on any registration for a complete course.

Discount does not apply for the full-time student fee.

Discount does not apply to registrations for individual Modules.

www.mcgill.ca/intellectualproperty

Registration deadline is July 11, 2014.

Spaces are limited.



Understanding Patents

An Introductory Course: Monday, July 21 to Friday, July 25, 2014

Module 1 (2 days) The Beginning: Obtaining a Patent (July 21-22)

Module 2 (3 days) Exploiting IP Rights: A Worldwide Strategy (July 23-25)

“By the end of the week, the challenge and excitement of establishing a patenting strategy became clear, and I recommend the course to others. Being relatively new to the world of patenting, I found the course tremendously informative and well organized. The format—morning seminars and afternoon small-group workshops—provided ample opportunities for learning, questioning, and reflecting, as well as interacting and networking with other participants. The speakers and program directors were congenial, knowledgeable, and open to feedback. From a technology commercialization perspective, various relevant concepts are addressed, from patent structure, claim drafting, and office actions, to license negotiation, international filing, and intellectual property enforcement. hanks to all for a valuable experience!”

Heather A. Phillips

Technology Analyst
Medical & Life Sciences
(AHFMR ForeFront Intern)
University Technologies International
Calgary, Alberta

Get into the Game – Improve Your Career Prospects

A five-day intensive, practical course divided in two modules, the first one, two-days long, provides an overview of patents and patenting, while the second module of three days completes the week and offers insights into the strategies relating to establishing and exploiting the patent system, as well as enforcing or attacking a patent.

Who Should Attend

Understanding Patents is a must for **scientists and engineers involved in patents and patenting, patent agents in training, new patent agents, lawyers (in-house or corporate counsel), licensing executives and contract managers** – anybody who encounters patents in their work and needs to have a better understanding of the nature and scope of the patent system, how patents are obtained, how to manage a patent portfolio.

Key Benefits

Lectures and workshops deal with the protection of inventions using the patent system, including the processes for obtaining and maintaining patents, in Canada and abroad. The theoretical and practical issues which will be addressed include:

Module 1:

- > patents as an intellectual property right
- > the nature of the patent right
- > the patent system
- > what can be patented
- > understanding the patent document
- > drafting patent applications and claims

Module 2:

- > managing an international patent portfolio
- > extracting value from patents in business
- > enforcing patents

Workshop Leaders

- > Claim Drafting: Sorel Bosan *Perry Currier Kao*
- > Office Action: Marc Gagnon *Smart & Biggar/Fetherstonhaugh*
- > Foreign Filing: Nick Wilson, *WiLAN*
- > Simulated Patent License Negotiation: Alexandre Paris *Thermoscience Inc.*
- > Advanced Claim Drafting: Rob Guay *Research In Motion*
- > Moot Patent Trial: Christopher Kvas *Piasecki, Nenniger, Kvas*

MONDAY, JULY 21, 2014

Module 1

The Beginning: Obtaining a Patent

Opening Remarks | 8:30 - 8:50

Course Director:

Ilya Kalnish BCF LLP

Assistant Course Directors:

Tuba Yamac KLOX Technologies Inc.

Jennifer Raoul Borden Ladner Gervais LLP

Patents: An Overview | 8:50 - 10:00

Marie-Claude Gagnon Norton Rose Fulbright Canada

- > Patents as a form of intellectual property
- > What can be patented? Novelty, non-obviousness and subject-matter

Patent Claims | 10:15 - 11:30

Matthew Zischka Smart & Biggar/Fetherstonhaugh

- > Nature of patent grant
- > Drafting patent claims
- > Defining the invention

Structure of a Patent Specification | 11:30 - 12:30

Louis-Pierre Gravelle ROBIC LLP

- > Need for utility, clarity, enabling description
- > Prior art
- > Summary
- > Description of invention
- > Abstract

Effective Inventor Interviewing | 2:00 - 2:30

Sorel Bosan Perry Currier Kao

- > Effective inventor interview techniques for patent preparation and claim drafting

Workshop: Meeting the Inventor and Identifying the Invention | 2:30 - 5:00

- > Role-playing
- > Group study: patent claims drafting

Cocktail Reception | 5:00 - 7:00

TUESDAY, JULY 22, 2014

Module 1 (CONT'D)

From Invention to Patent: Part 1 –

Preliminary Steps and Time Line | 8:15 - 9:15

Jung-Kay Chiu Norton Rose Canada LLP

- > Novelty searching
- > Indexing of patents
- > Patenting time line
- > Maintenance and renewal fees

From Invention to Patent: Part 2 –

Prosecuting the Application | 9:15 - 10:15

Pierre Nguyen Norton Rose Canada LLP

- > Responding to Patent Office official actions
- > Amending applications and patents
- > Importance of time limits
- > Re-examination and reissue

Comparative Overview of U.S. Practice | 10:30 - 11:30

Matthew B. Lowrie Foley & Lardner LLP

- > America Invents Act (AIA)
- > Comparison of AIA and pre-AIA law
- > Filing provisional applications
- > Continuation and Continuation-in-part applications
- > Pre- and Post- Grant Review
- > Costs

Comparative Overview of European Practice | 11:30 - 12:30

Tuba Yamac KLOX Technologies, Inc.

- > Filing applications at the European patent office
- > Problem-and-solution approach
- > Divisional applications
- > Validation
- > Costs
- > Comparison to CA and US practice

Workshop: Patent Office Procedure and Responses to Patent Office Official Actions | 2:00 - 5:00

Track I: Industrial Designs | 5:00 - 6:00

Julien Lacheré Bombardier Aerospace

- > What is a design?
- > Registrable/unregistrable subject matter
- > Interface with patents and copyrights
- > Originality
- > Proprietorship
- > Application preparation
- > Prosecution
- > Enforcement

Track II: Biotechnology and Pharmaceutical Patents | 5:00 - 6:00

Jennifer Raoul Borden Ladner Gervais LLP

- > What is patentable?
- > Drafting claims for biotechnology and pharmaceutical inventions
- > Disclosure requirements
- > Sequence listings, biological deposits
- > Diagnostics

Track III: Business Method and Software Patents

Natalie Raffoul CLANCY P.C. + BRION RAFFOUL | 5:00 - 6:00

- > What is patentable?
- > Review of the legal landscape & recent court decisions (*Amazon*, *Bilski*)
- > Strategic considerations
- > Use in Financial Services and other sectors

Lunch and Learn | 12:00 - 2:00

"A Canadian goes to Washington": story of the precedent setting i4i vs. Microsoft patent infringement case.

Keynote Speaker: Loudon Owen

Co-founder and Managing Partner, McLean Watson Capital

Workshop: International

Filing Program | 2:00 - 5:00

THURSDAY, JULY 24, 2014

Module 2 (CONT'D)

Introduction to Patent

Valuation Methods | 8:15 - 9:15

Nick Wilson WiLAN

Alexandre Paris ThermoScience Inc.

- > Factors affecting the value of a patent
- > Methods for determining the value

Exploiting IP Rights | 9:15 - 10:15

Elliott Gold Ridout & Maybee LLP

- > Transferring ownership of inventions: assignments and licensing
- > Due diligence
- > Additional considerations: anti-trust, export controls, working the invention, marking and compulsory licensing

Standards and Patents Pools | 10:30 - 11:30

Jean-Nicolas Delage Fasken Martineau DuMoulin LLP

- > Overview of the standardization process
- > What is a patent pool and how is it structured
- > Intellectual property and antitrust issues relating to standards and patent pools

Patent Considerations in Technology

Licensing Programs | 11:30 - 12:30

Scott Inwood University of Waterloo

- > Academic institution approach to using intellectual property as a basis for creating a start-up company
- > Practical licensing considerations and challenges to license out patented technology to commercial entities
- > Discussion of exemplary terms and conditions of a license agreement and negotiation items

Workshop: Simulated Patent License Negotiation

or Advanced Claims Drafting | 2:00 - 5:00

FRIDAY, JULY 25, 2014

Module 2 (CONT'D)

Patent Enforcement: Infringement | 8:30 - 10:15

Carol Hitchman Gardiner Roberts LLP

- > Nature of infringing act
- > Importance of products of patented processes
- > Mechanical equivalents and means claims
- > Contributory infringement
- > Prior acquisition of invention
- > Alternative dispute resolution
- > Awards: damages and lost profits; reasonable royalty
- > Injunction: permanent and temporary

Patent Enforcement: Validity | 10:30 - 12:00

Gordon J. Zimmerman Borden Ladner Gervais LLP

- > Anticipation
- > Obviousness
- > Claims broader than invention
- > Insufficient description
- > Inutility

Workshop: A moot court will be held based on a case of patent infringement | 1:30 - 4:00

“The program covered all the basics of the various intellectual property domains and the afternoon workshops enabled the attendees to select their topics of interest for which they could dwell deeper into the subject under the guidance of trained and experienced coaches. The course is well balanced to ensure that every student acquires the most knowledge and understanding of IP within a week. This course is a “must” to grasp the big picture of the IP World.

James M. Jessop, ing., M.Sc., CLP

Commercial Relations, Storage and Conversion of Energy, IREQ

FEES

Understanding Patents

An Introductory Course

July 21 - 25, 2014

IPIC member fee	\$2175
Regular fee	\$2375
Full-time student fee	\$1187

*Lunch & Learn included in the course fee

Module 1

July 21 - 22, 2014

IPIC member fee	\$1075
Regular fee	\$1275
Full-time student fee	\$637

*Lunch & Learn included in the course fee

Module 2

July 23 - 25, 2014

IPIC member fee	\$1475
Regular fee	\$1675
Full-time student fee	\$837

*Lunch & Learn included in the course fee

Lunch & Learn

July 23, 2014

IPIC member fee	\$75
Regular fee	\$95
Full-time student fee	\$50

*Lunch & Learn can be purchased separately

WEDNESDAY, JULY 23, 2014

Module 2

Exploiting IP Rights: A Worldwide Strategy

Overview of Patent Cooperation Treaty | 8:30 - 9:30

Stephen M. Beney Bereskin & Parr LLP

- > Filing PCT applications
- > Foreign filing strategy and practice

Patents Worldwide:

Value and Cost Management | 9:30 - 10:45

Ilya Kalnish BCF LLP

- > Global portfolio management strategies
- > International filing programs
- > Techniques to maximize value while balancing costs

Patents Worldwide:

Corporate IP Management | 11:00 - 11:45

Emma Saffman BCF LLP

- > Managing patents as a corporate asset
- > Alignment of IP Strategy with corporate and business strategy

Understanding Trade-marks

An Introductory Course: Monday, July 28 to Friday, August 1, 2014

Module 1 (2 days) Basics of Canadian Trade-mark Procurement (July 28-29)

Module 2 (3 days) Fundamentals of Trade-mark Management and Contentious Proceedings (July 30-August 1)

Improve Your Career Prospects

An intensive & practical course providing valuable information from Canadian, American and European practitioners about acquiring, managing & protecting trade-mark assets, as well as dealing with contentious proceedings.

Key Benefits

Lectures and workshops cover both theoretical & practical aspects of trade-mark procurement, portfolio management, and contentious proceedings; together with comparative reviews of trade-mark law & practice in the U.S. and Europe – vital information for today's world! Issues include:

- > history of trade-marks and their use
- > conducting searches and writing opinions
- > how to select great trade-marks
- > preparing & filing applications
- > responding to Examiners' Reports
- > maintaining registrations & portfolios
- > corporate perspective for managing and exploiting trade-mark assets
- > opposition proceedings
- > litigation overview in Canada and the U.S.
- > trade-mark procurement in the U.S., the European Union and via the international Madrid System

Who Should Attend

In-house counsels, lawyers, trade-mark/brand portfolio managers (assistants & trainees), plus marketing & brand practitioners

Plus daily workshops with leading IP practitioners:

- > Catherine Bergeron (ROBIC LLP)
- > Christian Bolduc (Smart & Biggar/Fetherstonhaugh)
- > Laurent Carrière (ROBIC LLP)
- > Brigitte Chan (Bereskin & Parr LLP)
- > Peter Cooke (Ridout & Maybee LLP)
- > Frédéric Dionne (BCF LLP)
- > Catherine Douglas (Rogers Communications Inc.)
- > Émilie Dubreuil (Smart & Biggar/Fetherstonhaugh)
- > Philip Lapin (Smart & Biggar/Fetherstonhaugh)
- > Marie-Josée Lapointe (BCF LLP)
- > François Larose (Bereskin & Parr LLP)
- > Jean-Philippe Mikus (Fasken Martineau DuMoulin LLP)
- > Jean-François Nadon (Joli-Coeur Lacasse SENCRL)
- > Chantal St.Denis (Shapiro Cohen)
- > Stella Syrianos (ROBIC LLP)
- > Justine Whitehead (Stikeman Elliott LLP)

“The Understanding Trade-marks summer program was a professionally delivered course that has served me well in private industry. The class leaders were both interesting and engaging and their presentation contained the right mix of technical material, relevant case studies and personal commentary.”

Richard Cook

CA, President
Kamik Footwear

“An introductory prerequisite for anyone considering practicing in trade-marks. Moreover, why would you learn just from books when you can learn directly from those who wrote many of them and argued the cases contained therein!”

Jonathon L. Wescott
B.A. B.Mgt. LL.B

Emery Jamieson LLP

MONDAY, JULY 28, 2014

Module 1

Basics of Canadian Trade-mark Procurement

Opening Remarks | 8:30 - 8:50

Course Director:

Stella Syrianos ROBIC LLP

Assistant Course Director:

Justine Whitehead Stikeman Elliott LLP

An Introduction to Trade-mark Law in Canada | 8:50 - 10:35

Sheldon Burshtein Blake, Cassels & Graydon LLP

- > Purpose and history of trade-mark law
- > What is a trade-mark
- > International character of trade-marks
- > Registration of trade-marks
- > Relationship to other intellectual property rights, domain names and competition law

Preparing Trade-mark Applications and Use and Registrability Opinions | 10:15 - 12:30

Christian Bolduc Smart & Biggar/Fetherstonhaugh

- > Introduction to the Trade-marks Office
- > Preparing trade-mark applications
 - procedure & forms
 - information required in all applications
 - information required in some applications
 - bases of application & priority dates
 - registrability restrictions
 - linguistic and other considerations
- > Types of searches; use/risk assessment; registration; risk factors; follow-up investigations

Preparing Trade-mark Applications (CONT'D) | 1:45 - 3:30

Christian Bolduc Smart & Biggar/Fetherstonhaugh

Workshop: Trade-mark Filing Strategies | 3:30 - 5:15

Christian Bolduc Smart & Biggar/Fetherstonhaugh

Cocktail Reception | 5:15 - 7:00

TUESDAY, JULY 29, 2014

Module 1 (CONT'D)

The Basics of Trade-mark Use in Canada: the Who, What, Where, When, Why, How and Future | 8:30 - 10:30

Sheldon Burshtein Blake, Cassels & Graydon LLP

- > Recap of Day 1
- > Why: Concept of use
- > How: Types of use
- > When: Time of use
- > Who: Use by whom
- > Where: Location of use
- > What: Nature of use
- > Future: Effects on use of new treaties

The Basics of Trade-mark Use in Canada (CONT'D) | 10:45 - 11:15

Sheldon Burshtein Blake, Cassels & Graydon LLP

Different Types of Applications, Examiners' Reports & Responses, Post-Advertisement Matters | 11:15 - 12:30

Peter Cooke Ridout & Maybee LLP

- > Special applications
 - certification marks
 - distinguishing guises
 - official marks
- > Examiners' reports & responses
- > Other legislation affecting trade-marks
- > Amendments to applications
- > Voluntary withdrawal and abandonment
- > Extension of time
- > Advertisement & Allowance

Different Types of Applications (CONT'D) | 1:45 - 3:15

Peter Cooke Ridout & Maybee LLP

Workshop: Responding to Examiners' Reports | 3:15 - 5:00

Peter Cooke Ridout & Maybee LLP

WEDNESDAY, JULY 30, 2014

Module 2

Fundamentals of Trade-mark Management and Contentious Proceedings

Selecting Great Trade-marks | 8:30 - 9:30

Jean-Philippe Mikus Fasken Martineau DuMoulin LLP

- > Legal considerations
- > Distinctiveness: inherent/acquired
- > Confusion: 3rd party marks on the register vs. in the marketplace
- > Marketing considerations & their impact: visual impact, aural impact, and other languages/cultures

Life after Registration | 9:45 - 11:15

Jean-François Nadon Joli-Coeur Lacasse SENCRL

- > Registration and renewal
- > Maintenance of registration and proper use
- > Possible expungement by Registrar or third parties
- > Post-registration amendments, assignments and recordal of documents

Trade-mark Issues Related to Domain Names | 11:15 - 12:15

Marcel Naud ROBIC LLP

- > Overview of the Domain Name System
- > Conflicts between Domain Names and Trade-marks
- > Rights Protection Mechanisms: TMCH, CDRP, UDRP, URS
- > Online Tools, Databases, Forms and Tips

Managing Your Assets: An In-House Perspective | 2:00 - 3:15

Panagiota Dafniotis Royal Bank of Canada

- > Strategies for searches, clearance and reporting
- > Managing your IP portfolio to maximize asset value – aligning IP strategy with your business strategy
- > Managing relationships: executives, marketing professionals, agencies and outside counsel
- > Corporate strategies: social media, marks in ads, domains and licensing
- > Monitoring and protecting your IP asset

Workshop: Trade-mark Searches and Risk

Assessments | 3:15 - 5:00

THURSDAY, JULY 31, 2014

Module 2 (CONT'D)

Opposition Proceedings:

Overview, Context & Strategy | 8:30 - 10:00

Philip Lapin Smart & Biggar/Fetherstonhaugh

- > Context
- > Length of oppositions, costs & strategy considerations
- > Procedures & steps
- > Why oppose?
- > Extensions of time including retroactive extensions
- > Evidence
- > Written arguments and hearings
- > Options for settlement

Opposition Proceedings (CONT'D) | 10:15 - 12:00

Lunch and Learn | 12:15 - 2:15

Brands, the Web & Social Media

Keynote Speaker: Eric Macramalla

- > Eric will highlight key concepts for brand protection in the context of social media, provide insight into enforcement strategies that work, and pass along some cautionary tales about brand protection gone wrong on Web 2.0

Opposition Proceedings (CONT'D) | 2:30 - 3:30

Workshop: Tips and Strategies in Opposition

Proceedings | 3:30 - 5:30

FRIDAY, AUGUST 1, 2014

Module 2 (CONT'D)

U.S. Trade-mark Law and Prosecution, from a Canadian Perspective | 8:00 - 9:45

Michael Lasky Altera Law Group LLC

- > Preparation and filing of U.S. applications: different types of applications, classification of goods & services, class fees
- > USPTO procedures
- > Key differences between U.S. and Canadian systems
- > High risk areas for Canadian practitioners
- > Understanding the interplay between common law, state and federal systems
- > Fraud issues
- > U.S. trade-mark searching
- > Post registration issues: Sections 8 & 15 Affidavits, renewals, amendments
- > Brief overview of opposition & cancellation proceedings
- > Assignments

The Community Trade-mark (CTM)

and Madrid Protocol | 10:00 - 11:45

Mark Hiddleston Elkington & Fife LLP

- > Filing strategies; an overview of the CTM Madrid Protocol (International), and national filing systems
- > CTM / Madrid Protocol systems: advantages and disadvantages
- > Registration & post-registration issues; enforcement

Overview of Trade-mark Litigation in Canada –

Infringement, Passing Off & Depreciation of

Goodwill | 1:00 - 2:45

Christopher J. Pibus Gowling Lafleur Henderson LLP

- > Enforcement strategies for registered and common law trade-marks
- > Causes of actions: infringement, passing-off, depreciation of goodwill
- > Marshalling relevant evidence for proof of infringement
- > Defence strategies to challenge distinctiveness and validity
- > Counterfeiting issues in Canada
- > Remedies (Anton Piller Orders, injunctions, recovery of damages or profits, destruction, custom remedies)

Trade-mark Litigation in the U.S. – What Practitioners

Need to Know for Canadian Clients | 3:00 - 4:15

Douglas Rettew Finnegan Henderson Farabow Garrett & Dunner LLP

- > Strategies and precautions
- > Forum shopping
- > Jury trial
- > Preliminary & summary proceedings

“I was very pleased with the program. The incredible speakers offered a comprehensive overview of the law and process of trademark registration and practice in Canada as well as comparisons with other countries. Overall, the course was invaluable and presented me with information and materials which were essential in preparation for the Trademarks Agent Exam and practice in the area.”

Michael A. Poznanski

Davidson Lawyers LLP

FEES

Understanding Trade-marks

An Introductory Course

July 28 - August 1, 2014

IPIC member fee	\$2175
Regular fee	\$2375
Full-time student fee	\$1187

*Lunch & Learn included in the course fee

Module 1

July 28 - 29, 2014

IPIC member fee	\$1075
Regular fee	\$1275
Full-time student fee	\$637

*Lunch & Learn NOT included in the course fee

Module 2

July 30 - August 1, 2014

IPIC member fee	\$1475
Regular fee	\$1675
Full-time student fee	\$837

*Lunch & Learn included in the course fee

Lunch & Learn

July 31, 2014

IPIC member fee	\$75
Regular fee	\$95
Full-time student fee	\$50

*Lunch & Learn can be purchased separately



Copyright Master Class

Wednesday, August 6 to Friday, August 8, 2014

Upgrade Your Skills: Copyright law has become a key consideration in a large number of areas of our society and economy. At the same time, it is becoming more complex, as legislators, courts, public institutions and businesses all struggle to address the impact of new technologies, new uses and new legal issues. Now you have a chance to learn from some of Canada's copyright experts' valuable practical insights into the impact of these changes and how to deal with them.

Key Benefits: In-depth analysis of copyright law with a focus on the changing landscape, including the legislative amendments and recent cases. Practical advice from experienced counsel. An opportunity to interact daily with some of the top copyright lawyers in Canada.

Who Should Attend:

This course will be of great benefit to **in-house counsel, practising lawyers, intellectual property managers, contract managers, licensing executives and business persons** who deal with copyright issues as part of their responsibilities or practice. The focus is on practical issues and understanding how copyright works in a variety of business settings. The course will be of greatest benefit to participants who have been previously exposed to copyright issues. The instructors will presume that each participant is reasonably familiar with general copyright concepts.

“*The Business of Copyright course provides an excellent opportunity for experienced practitioners as well as for beginners to review the fundamentals of copyright, and to get more familiar with specialized aspects of copyright law, such as entertainment or technology.*”

France Lafleur
SOCAN

WEDNESDAY, AUGUST 6, 2014

Opening Remarks and Setting the Stage | 8:30 - 9:00

Course Director:

David Kent McMillan LLP

Assistant Course Director:

D. Lynne Watt Gowling Lafleur Henderson LLP

- > Main themes of copyright
- > Pressures caused by technology advances
- > Aftermath of Bill C-11 and the Copyright Pentalogy -- Now what?

Issues relating to the foundations of copyright - Part 1 (types of works, conditions and term of protection, authorship and originality) | 9:00 - 1:00

Sheldon Burshtein Blake, Cassels & Graydon LLP

Daniel Gervais Vanderbilt Law School

- > What is copyright?
- > What law governs copyright?
- > What works and other subject matter are protected?
- > What are the conditions for copyright?
- > Who is the author or other creator?
- > Who is the owner?
- > What rights does an author have?
- > How is copyright registered?
- > What is the term of copyright?
- > How does copyright interface with other intellectual property rights?

Issues relating to the foundations of copyright – Part 2 (exclusive and moral rights, exemptions and user rights, primary and secondary infringement) | 1:45 - 5:00

Ysolde Gendreau Université de Montréal

Centre de recherche en droit public

Sunny Handa Blake, Cassels & Graydon LLP

- > Basic components of economic rights: produce, reproduce, perform, publish, authorize
- > Subsidiary rights
 - Specific acts of infringement
- > Who is an infringer?
- > Unconscious copying
- > Indirect copying
- > Meaning of “substantial part”
- > Section 27 (2) and secondary infringement
- > Innocent infringers
- > User Rights: Fair dealing, personal uses, education
- > Comparison of fair dealing and US fair use

“*I came with high expectations of learning something practical and useful. I was not disappointed. I thank the organizers for their efforts. My time and money were well spent.*”

Jerry Switzer
Feehely, Gastaldi Law Firm

THURSDAY, AUGUST 7, 2014

International Protection of Copyright and Related Rights | 8:30 - 10:00

Jay Kerr-Wilson Fasken Martineau DuMoulin LLP
Daniel Gervais Vanderbilt Law School

- > WIPO Treaties - Berne, Rome, WCT, and WCCT
- > WTO - TRIPS
- > Multilateral and Bilateral Trade - CETA, TPP, ACTA

Issues relating to the protection and enforcement of copyright - Part I | 10:15 - 11:45

Lorne Lipkus Kestenberg Siegal Lipkus LLP

- > Interlocutory injunctions
- > Anton Piller orders
- > Injunctions
- > Damages and profits
- > Detention of imported copies by custom
- > Enforcement of criminal provisions
- > Cross-border copyright infringement and the Internet

Lunch and Learn | 12:00 - 2:00

Keynote Speaker: Paul Hoffert, C.M., LL.D

Professor of Music, Law, and Information Science at University of Toronto, Chair of the Bell Broadcast and New Media Fund, Chair of the Screen Composers Guild of Canada, Chair of the Glenn Gould Foundation Inc.

Issues relating to the protection and enforcement of copyright - Part II | 2:15 - 3:45

Alfred Macchione McCarthy Tétrault LLP

- > 2012 amendments to the Copyright Act: liability of intermediaries, notice and notice complaint process, circumvention of TPMs
- > Protecting copyright in computer programs
- > Tests for infringement in light of Delrina case
- > Understanding source code, data files and structures
- > Applying copyright to computer networks and websites

Copyright Collective System | 4:00 - 5:00

David Kent McMillan LLP

D. Lynne Watt Gowling Lafleur Henderson LLP

- > Introduction to the Copyright Board
- > Issues (pros and cons) related to the collective management
- > Views from users and collective societies

FRIDAY, AUGUST 8, 2014

Issues relating to the monetization and exploitation of copyright - Part I | 8:30 - 10:15

Lisa Abe-Oldenburg Bennett Jones LLP

Kevin Sartorio Gowling Lafleur Henderson LLP

- > Necessity for writing
- > Implied assignment/licensing
- > Recordal of assignments and licences
- > Compulsory licences
- > Beneficial equitable ownership
- > Security agreements
- > Key contractual issues relating to development by others and licensing of software and other content
- > Dealing with source material
- > Escrow issues
- > IP due diligence for transactions

Issues relating to the monetization and exploitation of copyright - Part II

Media Copyright Issues | 10:30 - 12:30

Erin Finlay Access Copyright

Susan Abramovitch Gowling Lafleur Henderson LLP

Bob Tarantino Dentons Canada LLP

Stephen Zolf

- > Music industry issues
- > Downloading, streaming and podcasting
- > Lessons from other media
- > Practical advice
- > How does copyright generate revenue in book publishing?
- > The business of publishing: transition to "Ebooks/epublishing"
- > Structuring copyright issues in film and television
- > Clearance practices and policies
- > Challenges of new electronic distribution models

Media Copyright Issues (CONT'D) | 1:30 - 2:30

Online, Networks, Software and Computer Games | 2:30 - 4:00

Sunny Handa Blake, Cassels & Graydon LLP

Stéphane Gilker Fasken Martineau DuMoulin LLP

- > Structuring software gaming transactions
- > Online games, virtual property
- > Application of substantive areas of copyright law to computer programs
- > Tests for infringement in light of Delrina case
- > Understanding source code, data files and structures
- > Applying copyright to computer networks and websites

“IPIC’s Copyright Course was a highly rewarding and motivating experience. The guest speakers were all knowledgeable practitioners in their fields of practice relaying their experience and practice-oriented advice. The group was one with diversified interests and a good source of networking and stimulating interchange. A definite must for junior practitioners and those wanting to enhance their knowledge of copyright.”

Silviu Bursanescu

Fasken Martineau DuMoulin LLP

FEES

Copyright Master Class

August 6 - 8, 2014

IPIC member fee	\$1475
Regular fee	\$1675
Full-time student fee	\$837

*Lunch & Learn included in the course fee

Lunch & Learn

August 7, 2014

IPIC member fee	\$75
Regular fee	\$95
Full-time student fee	\$50

*Lunch & Learn can be purchased separately

Chart Your Course to Success

The IPIC-McGill patent and trade-mark introductory courses are for everyone with an interest in IP.

IPIC further offers courses complementing practical experience acquired in the field for those training to become a patent agent or a trade-mark agent.

Learn the Basics

IPIC-McGill *Understanding Patents*

IPIC-McGill *Understanding Trade-marks*

Develop your Skills

Patent Agent Training Course
(8-week in-class/online modules)

DRAFTING & PROSECUTION
INFRINGEMENT & VALIDITY

Trade-mark Agent Training Course
(8-week online modules)

REGISTRABILITY / SECTION 45 /
OPPOSITION / BEYOND BASICS

Prepare for the Examination

Patent Agent Tutorials
(in-class session)

Trade-mark Agent Exam Prep Course
(online + case law webinars)

Trade-mark Agent Tutorials
(in-class session)



INTELLECTUAL PROPERTY INSTITUTE OF CANADA
INSTITUT DE LA PROPRIÉTÉ INTELLECTUELLE DU CANADA

ipic.ca

613-234-0516 | education@ipic.ca

YOUR FUTURE IS OUR TOP PRIORITY.

CHOOSE FROM OUR VAST COURSE AND PROGRAM OFFERINGS.

ACCOUNTING • AVIATION MANAGEMENT • ENTREPRENEURSHIP
• FINANCE • HEALTH AND SOCIAL SERVICES MANAGEMENT
• HUMAN RESOURCES • INTERNATIONAL BUSINESS • INTERNET
BUSINESS AND INFORMATION TECHNOLOGY • ENGLISH,
FRENCH AND SPANISH LANGUAGE PROGRAMS • LEADERSHIP •
MANAGEMENT • MARKETING • MCGILL COMMUNITY FOR LIFELONG
LEARNING • PERSONAL AND CULTURAL ENRICHMENT • PUBLIC
RELATIONS • SUPPLY CHAIN MANAGEMENT • TRANSLATION PROGRAMS
(ENGLISH, FRENCH AND SPANISH OPTIONS) • MCGILL WRITING CENTRE



SCHOOL OF CONTINUING STUDIES

FOR WHAT YOU'VE GOT IN MIND.

MCGILL.CA/SCS

514-398-6200





REGISTER TODAY! www.mcgill.ca/intellectualproperty

McGILL UNIVERSITY | T 514-398-5454 | F 514-398-5224 | ip.conted@mcgill.ca