

2022 SUMMER COURSES IN
**INTELLECTUAL
PROPERTY**

JULY 11-27, 2022



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Intellectual Property Institute of Canada
Institut de la propriété intellectuelle du Canada



McGill

School of
Continuing Studies



IPIC-McGill Summer Program in Intellectual Property 2022

Join Professionals from Across the Country to Learn from Leading Practitioners in the Field of IP

Since 1994, the Intellectual Property Institute of Canada and McGill University have gathered some of the top practitioners in the field of intellectual property 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 courses are also an excellent opportunity to network with individuals from diverse backgrounds who have an interest in Canadian intellectual property.

Each year, the program offers a comprehensive suite of pragmatic courses to help practitioners in the legal, business, and government sectors keep up to date on the latest in intellectual property. Taught by seasoned IP professionals, the program is made up of three specialized courses in the areas of patents, trademarks, and copyright. Participants can sign up for individual modules, full courses, or enrol in the entire program to gain knowledge of a specific aspect of IP, acquire the insights needed to protect a portfolio of intellectual property, or advance their careers in the area of IP law.

Understanding Trademarks

An Introductory Course: Monday, July 11, 2022 to Friday, July 15, 2022

Module 1 (2 days) Basics of Canadian Trademark Prosecution (July 11 - 12)

Module 2 (3 days) Fundamentals of Trademark Management and Contentious Proceedings (July 13 - 15)



This course is essential for all in-house lawyers in Canada that practice intellectual property.

Nicholas Cirino

Counsel, Commercial and Regulatory
Air Canada



Well organized, lots of great information! The presenters are top in their fields. Highly recommend this program!

Josie Uberg

Coordinator, Legal Services
Canadian Blood Services



The Understanding Trademarks 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 pre requisite for anyone considering practicing in trademarks. 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



This course is extremely relevant to current trademark practices. Highly recommend it to anyone who works in trademarks or is interested in working in the IP field.

Suzeth Westres

Trademark assistant
Morency S.E.N.C.R.L.

IMPROVE YOUR CAREER PROSPECTS

The trademark landscape in Canada has drastically changed over the last few years, and this course is designed to help educate you on how to protect a brand's most valuable asset. It is more important than ever to learn the nuances associated with the many different ways to distinguish a brand's goods and services from others, learn what you can and cannot register, and respond to Examiners' reports, opposition proceedings and enforcement/litigation issues post-registration. Learn valuable insights from Canada's leading practitioners in workshops and interactive lectures.

KEY BENEFITS

Lectures and workshops cover both theoretical & practical aspects of trademark prosecution, portfolio management, and contentious proceedings, together with information and tools on international filing systems, including the Madrid Protocol. With live lectures, the course will cover all aspects of the Canadian trademark regime and provide "best practices" advice and tips. Live workshops and networking events will further enhance the learning and social experience. There will be a lecture on managing your IP assets from an in-house perspective. Lectures on counterfeiting, border enforcement and transactional law will also be included, which bring added value to the course.

MONDAY, JULY 11, 2022

9:30 a.m. – 4:30 p.m. EDT

MODULE 1

BASICS OF CANADIAN TRADEMARK PROSECUTION

Opening Remarks 9:15 a.m. to 9:30 a.m.

Course Director:

Brigitte Chan Bereskin & Parr LLP

Assistant Course Director:

David S. Lipkus Kestenberg Siegal Lipkus LLP

Selecting Great Trademarks 9:30 a.m. to 11:00 a.m.

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, impact when sounded, and other languages/cultures

Trademark Applications: Filing Requirements and Special Types of Applications

11:00 a.m. to 12:00 p.m. – 1:30 p.m. to 3:30 p.m.

Christian Bolduc Smart & Biggar LLP

- ▶ Introduction to the Trademarks Office
- ▶ Preparing trademark applications
- ▶ Procedure & forms
- ▶ Information required
- ▶ Priority dates
- ▶ Registrability restrictions

THIS YEAR'S COURSE WILL COVER:

- ▶ Selecting great trademarks
- ▶ Preparing and filing Canadian and Madrid applications
- ▶ Conducting and reporting clearance searches
- ▶ Reporting and responding to Examiners' reports
- ▶ Maintaining trademark rights and best practices
- ▶ In-house perspective for managing portfolios
- ▶ Opposition proceedings and settlement strategies
- ▶ Anti-counterfeiting investigation and enforcement
- ▶ Trademark litigation in Canada and in the US

WHO SHOULD ATTEND

Lawyers, trademark agents, in-house counsels, brand portfolio managers, marketing & brand creation specialists and professionals seeking a greater understanding of trademark law and practice, **young professionals** considering entering the field of trademarks, **people new to the profession**, and **any professionals seeking to refresh or broaden** their knowledge and skill set can all benefit from the course. Valuable course materials are provided, plus daily workshops with experienced practitioners.

- ▶ Linguistic and other considerations
- ▶ Special applications
- ▶ Certification marks
- ▶ Official marks
- ▶ Mode of packaging/3D marks

Workshop: Trademark Filing Strategies

3:30 p.m. to 4:30 p.m.

TUESDAY, JULY 12, 2022

9:30 a.m. – 4:30 p.m. EDT

International (Madrid) Trademark Applications:

Filing Requirements and Maintenance 9:30 a.m. to 10:30 a.m.

Jennifer McKenzie Cassels Brock & Blackwell LLP

- ▶ Filing strategies; an overview of Madrid (International) applications
- ▶ Madrid Protocol systems: advantages and disadvantages
- ▶ Registration & post-registration issues; enforcement

The Basics of Trademarks Use in Canada: The Who, What, Where, When, Why, How and Future 10:30 a.m. to 12:00 p.m.

Paula Clancy Gowling WLG (Canada) LLP

- ▶ Concept of use
- ▶ Types of use
- ▶ Time of use
- ▶ Use by whom
- ▶ Location of use
- ▶ Nature of use

Clearance Searches, Examiners' Reports & Responses, Post-Advertisement Matters 1:30 p.m. to 3:30 p.m.

Meghan Dillon Bereskin & Parr LLP

- ▶ Conducting clearance searches
- ▶ Technical and substantive objections
- ▶ Responding to Examiners' reports
- ▶ Amendments to applications
- ▶ Voluntary withdrawals and abandonment
- ▶ Approval and advertisement
- ▶ Renewals
- ▶ Other legislation affecting trademarks

Workshop: Reporting Examiners' Reports

3:30 p.m. to 4:30 p.m.

WEDNESDAY, JULY 13, 2022

9:30 a.m. – 4:30 p.m. EDT

MODULE 2

FUNDAMENTALS OF TRADEMARK MANAGEMENT AND CONTENTIOUS PROCEEDINGS

Opposition Proceedings: Overview, Context & Strategy

9:30 a.m. to 12:00 p.m. - 1:30 p.m. to 3:30 p.m.

Philip Lapin Smart & Biggar LLP

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

Workshop: Tips and Strategies in Opposition Proceedings

3:30 p.m. to 4:30 p.m.

THURSDAY, JULY 14, 2022

9:30 a.m. – 4:30 p.m. EDT

Overview of Trademark Litigation in Canada – Infringement, Passing Off & Depreciation of Goodwill

9:30 a.m. to 11:30 a.m.

Amrita V. Singh Marks & Clerk Canada

- ▶ Enforcement strategies for registered and common law trademark
- ▶ 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, destructions, customs remedies)
- ▶ Domain name disputes

LUNCH & LEARN 12:00 p.m. to 1:30 p.m.

Richa Gupta Founder of GOOD FOOD FOR GOOD and TURMERIC TEAS

Lunch while learning from Richa Gupta as she talks about branding considerations for start-ups, navigating costs and the unknown success and challenges faced by entrepreneurs.

Life After Registration 1:30 p.m. to 3:30 p.m.

Henry Lue Wilson Lue LLP

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

Workshop: Trademark Clearance Searches and Risk Assessments 3:30 p.m. to 4:30 p.m.

FRIDAY, JULY 15, 2022

9:30 a.m. – 4:30 p.m. EDT

Managing Your Assets: An In-House Perspective

9:30 a.m. to 10:30 a.m.

Geneviève Prévost Molson Coors Brewing Company

- ▶ 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 assets

Trademark Litigation in the U.S. – What Practitioners Need to Know for Canadian Clients 10:30 a.m. to 11:45 a.m.

Danny Awdeh Finnegan Henderson Farabow

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

Counterfeits in Canada: How to Keep Fakes Out of Physical and Online Marketplaces 1:30 p.m. to 3:30 p.m.

David Lipkus Kestenberg Siegal Lipkus LLP

- ▶ Counterfeit goods/rights at issues
- ▶ Identifying the target
- ▶ Investigation
- ▶ Obtaining evidence
- ▶ Online Open sources searches
- ▶ Civil/criminal/border enforcement
- ▶ Social media
- ▶ Online marketplaces
- ▶ Website enforcement
- ▶ Collaboration with third parties

Workshop Leaders:

Suzanne Antal Benoît & Côté Inc.
Christian Bolduc Smart & Biggar LLP
Paula Clancy Gowling WLG (Canada) LLP
Catherine Daigle Norton Rose Fulbright Canada LLP
Meghan Dillon Bereskin & Parr LLP
Andrea Kroetch Stikeman Elliott LLP
François Larose Bereskin & Parr LLP
Philip Lapin Smart & Biggar LLP
Julie Larouche St. Lawrence Law Firm LLP
Chantal St. Denis O'Brien TM Services Inc.
Gabriel St-Laurent Robic LLP
Richard Whissell Perley-Robertson, Hill & McDougall LLP

FEES

Understanding Trademarks An Introductory Course

July 11 - 15, 2022

IPIC member fee.....\$2295
Regular fee.....\$2495
Full-time student fee\$1247.50

Module 1

July 11 - 12, 2022

IPIC member fee.....\$1140
Regular fee.....\$1340
Full-time student fee\$670

Module 2

July 13 - 15, 2022

IPIC member fee.....\$1560
Regular fee\$1760
Full-time student fee\$880

Lunch & Learn

Included with the purchase of the full course or Module 2. Can be purchased as a stand alone for the public.

IPIC member / McGill Alumni.....\$75
Regular fee\$95
Full-time student fee\$50



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

Program chairs:
Natalie Raffoul, Brion Raffoul LLP
Richard Whissell, Perley-Robertson, Hill & McDougall LLP

Understanding Patents

An Introductory Course: Monday, July 18, 2022 to Friday, July 22, 2022

Module 1 (3 days) Obtaining and Enforcing a Patent – The Basics and Why They Matter to Your Business (July 18-20)

Module 2 (2 days) Exploiting IP Rights – Strategies re Patent Portfolio Management (July 21-22)



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. 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. Thanks 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

A five-day intensive, practical course divided into two modules. The first module provides an overview of patents and related IP rights, as well as enforcing or attacking a patent. These fundamentals are then connected to the business of owning IP including strategizing an IP portfolio. The second module completes the week, building on the fundamentals and offers insights into managing a patent portfolio in conjunction with your business needs.

KEY BENEFITS

Lectures and workshops deal with the protection of inventions and using the patent system, including the processes for obtaining and maintaining patents in Canada and abroad.

WHO SHOULD ATTEND

Understanding Patents is a must **for anyone involved in patents and patenting, patent agents in training, lawyers (in-house or external counsel), university technology transfer officers, 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, and how to manage a patent portfolio.

THIS YEAR'S COURSE WILL COVER:

MODULE 1:

- ▶ Patents as an intellectual property right
- ▶ The nature of the patent right
- ▶ The Canadian patent system, EU, China and US compared
- ▶ What can be patented (from life science to software and beyond)
- ▶ Understanding the patent document
- ▶ Drafting patent applications and claims
- ▶ Enforcing patents
- ▶ Trade secrets, designs, and Indigenous knowledge

This year will once again include engaging Fireside Chats with people from industry to provide practical advice regarding how their business works in connection with patents.

MODULE 2:

- ▶ Managing an international patent portfolio
- ▶ Extracting value from patents in business
- ▶ Corporate IP management
- ▶ Patent valuation
- ▶ Patent licensing
- ▶ Tax considerations
- ▶ Competition and settlement considerations

WORKSHOP LEADERS

- ▶ Patent Claim Drafting: **Emma Start** Taiga Motors Inc.
- ▶ Mock Patent Trial: **Beverley Moore** Borden Ladner Gervais LLP
- ▶ Prior Art and Freedom to Operate Analysis: **Noel Courage** Bereskin & Parr LLP
- ▶ International Filing Program: **Ilya Kalnish** BCF
- ▶ Simulated Patent License Negotiation: **Maya Madeiros** Norton Rose Fulbright

MONDAY, JULY 18, 2022

9:15 a.m. – 4:30 p.m. EDT

MODULE 1

OBTAINING AND ENFORCING A PATENT

Course Introduction and Student

Introductions 9:15 a.m. to 9:45 a.m.

Course Director:

Beverley Moore Borden Ladner Gervais LLP

Assistant Course Director:

Emma Start Taiga Motors Inc.

Patents: An Overview 9:45 a.m. to 10:15 a.m.

Emma Start Taiga Motors Inc.

- ▶ Commercial advantages of patenting
- ▶ What can be patented?
- ▶ Novelty, non-obviousness and subject-matter
- ▶ Inventors and owners

Structure of a Patent Specification

10:30 a.m. to 11:00 a.m.

Justin Freedin Robic LLP

- ▶ What is prior art?
- ▶ Need for clarity, enablement
- ▶ Patent claims

From Invention to Patent: Preliminary Steps and Timeline

11:00 a.m. to 11:45 a.m.

Sasha Mandy Carbon Engineering Ltd.

- ▶ Patentability searching
- ▶ Patenting timeline
- ▶ Negotiating with the Patent Office (official actions)
- ▶ Amending applications and patents
- ▶ Re-examination and reissue

Designs: An Overview 12:00 a.m. to 12:30 p.m.

Christine Genge Smart & Biggar LLP

- ▶ Registrable design types
- ▶ Interface with patents and copyrights
- ▶ Originality
- ▶ Prosecution in Canada and internationally

Workshop – Invention Mining and Patent Claims Drafting

14:00 p.m. to 15:15 p.m.

FIRESIDE CHAT 15:30 p.m. to 16:30 p.m.

How a Company Captures Innovation and Oversees Patent Preparation

Emma Start Taiga Motors Inc

in conversation with

Erin Pisko IAC

TUESDAY, JULY 19, 2022

9:15 a.m. – 4:30 p.m. EDT

MODULE 1 (CONT'D)

Patent Enforcement: Infringement

9:15 a.m. to 10:00 a.m.

Jordana Sanft Lenczner Slaght LLP

- ▶ Infringing acts
- ▶ Contributory infringement
- ▶ Exceptions to infringement
- ▶ Awards: damages and lost profits; reasonable royalty
- ▶ Injunction: permanent and temporary

Cease and Desist Letters 10:15 a.m. to 10:45 a.m.

Andrew Shaughnessy Torys LLP

- ▶ What to consider when drafting and sending these letters

Patent Enforcement: Validity 10:45 a.m. to 11:15 a.m.

Andrew Shaughnessy Torys LLP

- ▶ Obviousness
- ▶ Lack of novelty
- ▶ Other validity challenges

REGISTRATION DEADLINE IS JULY 12, 2022

BREAKOUT SESSIONS

Track I: Biotechnology and Pharmaceutical Patents

11:30 a.m. to 12:15 p.m.

Jennifer Raoul and Chantal Saunders Borden Ladner Gervais LLP

- ▶ What is patentable?
- ▶ Claiming biotechnology and pharmaceutical inventions
- ▶ Disclosure requirements
- ▶ Sequence listings, biological deposits
- ▶ Review of the regulatory landscape (Patented Medicines (Notice of Compliance) Regulations, Data Protection, Certificate of Supplementary Protection, Patented Medicines Prices Review Board)

Track II: Business Method and Software Patents

Natalie Raffoul Brion Raffoul LLP

- ▶ What is patentable?
- ▶ Review of the legal landscape & recent court decisions
- ▶ Patent drafting strategies
- ▶ Strategic considerations

Mock Trial : Expert Reports and Cross-examination of a witness 1:45 p.m. to 3:15 p.m.

Beverly Moore Borden Ladner Gervais LLP

Jordana Sanft Lenczner Slaght
Andrew Shaughnessy Torys LLP

FIRESIDE CHAT 3:30 p.m. to 4:30 p.m.

How a Company Manages Litigation and Settlement

Beverly Moore Borden Ladner Gervais LLP

in conversation with

Speaker to be announced.

WEDNESDAY, JULY 20, 2022

9:15 a.m. – 4:30 p.m. EDT

MODULE 1 (CONT'D)

Trade Secrets: An Overview 9:15 a.m. to 9:45 a.m.

Beverly Moore Borden Ladner Gervais LLP

- ▶ Identification and protection of trade secrets
- ▶ Enforcement

Comparative Overview of U.S. Practice

9:45 a.m. to 10:15 a.m.

Carmela DeLuca Bereskin & Parr LLP

- ▶ Filing provisional and regular applications
- ▶ Continuation and Continuation-in-part applications
- ▶ Prosecution strategies

Comparative Overview of European Practice

10:30 a.m. to 11:00 a.m.

Tuba Yamac BCF LLP

- ▶ European Patent Convention and European Patent Office (EPO)
- ▶ EPO's problem-solution approach to examination
- ▶ Post-grant review, oppositions

Comparative Overview of China Practice

11:00 a.m. to 11:30 a.m.

Stephen Yang IP March

- ▶ Chinese Patent Strategy
- ▶ Enforcement

Indigenous Knowledge 11:45 a.m. to 12:30 p.m.

Scott Robertson Nahwegahbow Corbiere

LUNCH & LEARN 12:30 p.m. to 2:00 p.m.

Mike McLean Innovation Asset Collective

Workshop - Prior Art and Freedom to Operate Strategies

FIRESIDE CHAT 3:30 p.m. to 4:30 p.m.

How a Company Handles Prior Art Searches and FTO Opinions

Emma Start Taiga Motors Inc.

in conversation with

Daniel Smith Bombardier Recreational Products

THURSDAY, JULY 21, 2022

9:15 a.m. – 4:30 p.m. EDT

MODULE 2

Patents Worldwide: Value and Cost Management

9:15 a.m. to 10:00 a.m.

Ilya Kalnish BCF Business Law

- ▶ Filing PCT applications
- ▶ Foreign filing strategy and practice
- ▶ Global portfolio management strategies
- ▶ Techniques to maximize value while balancing costs

Employment Contracts, Independent Contractors and NDAs

10:15 a.m. to 11:00 a.m.

Jean-Sébastien Brière BCF Business Law

- ▶ Ensuring your company owns the IP it creates
- ▶ Confidentiality considerations

Settlement and Competition Act Considerations

11:00 a.m. to 11:30 a.m.

Dominic Thérien McCarthy Tétrault LLP

- ▶ Settling a patent case
- ▶ What to consider about the Competition Act during settlement

Workshop - International Patent Filing Program

11:45 a.m. to 12:45 p.m.

Panel - Patents Worldwide: Corporate IP Management

2:15 p.m. to 3:15 p.m.

Emma Start Taiga Motors Inc. Reza Yacoob former Sanofi Pasteur, Joanna Preston University of Alberta

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

Panel - Considerations Relating to Funding and Valuation

3:30 p.m. to 4:30 p.m.

Lally Rementilla BDC, Max Yam BDC, Sanjay Goorachurn

Smart & Biggar LLP, Vigen Nazarian Naprico Inc.,

Louis Carboneau Tangible IP

FRIDAY, JULY 22, 2022

9:15 a.m. – 4:30 p.m. EDT

MODULE 2 (CONT'D)

Anatomy of a License 9:15 a.m. to 9:45 a.m.

Michael Crichton Gowling WLG (Canada) LLP

- ▶ Overview of the anatomy of a typical license agreement
- ▶ 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

Exploiting IP Rights 9:45 a.m. to 10:15 a.m.

Maya Medeiros Norton Rose Fulbright Canada LLP

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

Alternative monetizing strategies/licensing trends

10:30 a.m. to 11:00 a.m.

Misha Benjamin Taiga Motors Inc.

- ▶ Overview of monetization strategies
- ▶ Intellectual property and antitrust issues relating to standards and patent pools
- ▶ Other licensing trends

Tax considerations surrounding Patents 11:00 a.m. to 11:30 a.m.

Bhuvana Rai EY

- ▶ SREDS ▶ Patent Boxes

Workshop - Patent License Negotiation/Purchase and Sale 11:45 a.m. to 12:45 p.m.

Panel - Patent Licensing Realities 2:15 p.m. to 3:15 p.m.

Maya Medeiros Norton Rose Fulbright Canada LLP

Michael Crichton Gowling WLG (Canada) LLP

Tracey Stott Irving Shipbuilding Inc.

Panel - Alternative Patent Leveraging 3:30 p.m. to 4:30 p.m.

Bhuvana Rai EY

Paul Gagnon Taiga Motors Inc.

Sanro Zlobec Smart & Biggar LLP

FEES

Understanding Patents An Introductory Course

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Regular fee.....	\$2495
Full-time student fee	\$1247.50

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July 18 - 20, 2022

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Regular fee.....	\$1760
Full-time student fee	\$880

Module 2

July 21 - 22, 2022

IPIC member fee.....	\$1140
Regular fee	\$1340
Full-time student fee	\$670

Lunch & Learn - Fireside Chat

Included with the purchase of the full course or Module 1. Can be purchased as a stand alone for the public.

IPIC member / McGill Alumni.....	\$75
Regular fee	\$95
Full-time student fee	\$50



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

Program chairs:
Natalie Raffoul,
Brion Raffoul LLP
Richard Whissell,
Perley-Robertson,
Hill & McDougall LLP

Copyright Master Class

Monday, July 25 – Wednesday July 27, 2022



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 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, librarians, 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 considerations arise 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.



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



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

Québecor Média Inc.

MONDAY, JULY 25, 2022

9:30 a.m. – 4:45 p.m. EDT

Opening Remarks and Ice Breaker 9:30 a.m. to 9:45 a.m.

Course Director:

Jessica Zagar Cassels Brock & Blackwell LLP

Assistant Course Director:

Kristina Milbourn Rogers Communications

Setting the Stage 9:45 a.m. to 10:45 a.m.

Jessica Zagar Cassels Brock & Blackwell LLP

- ▶ Introduction
- ▶ Overview of literary, dramatic, musical and cinematographic works
- ▶ Main themes of copyright
- ▶ Crown copyright
- ▶ Collective societies

Foundations of Copyright: Defining Copyright

10:45 a.m. to 11:45 a.m.

Antonio Turco CPST Intellectual Property

- ▶ Compilations and collective works
- ▶ Other protectable subject matter
- ▶ Ownership and authorship
- ▶ Author's rights
- ▶ Registration and Notice
- ▶ Copyright in Machine or AI generated works
- ▶ Copyright in data

LUNCH & LEARN 11:45 a.m. to 1:15 p.m.

From Public Goods to Public Good: The Need of Law Reform for Repatriation of Indigenous Cultural Patrimony and Ancestors

Dr. Jaime Lavallee (Muskeg Lake Cree)

University of Saskatchewan, College of Law

- ▶ Indigenous items of cultural significance and ancestors, and their treatment by non-Indigenous institutions and law
- ▶ Legal concepts of property in the context of Indigenous IP rights
- ▶ Repatriation of Indigenous cultural patrimony and items of cultural significance, and ancestors
- ▶ The fulfillment of the TRC Calls to Action of museums and archives

Foundations of Copyright: Infringement 1:30 p.m. to 2:30 p.m.

Erin Finlay Stohn Hay Cafazzo Dembroski Richmond LLP

- ▶ Specific acts of infringement
- ▶ Who is an infringer?
- ▶ Unconscious copying
- ▶ Indirect copying
- ▶ Meaning of "substantial part"
- ▶ Section 27 (2) and secondary infringement

Foundations of Copyright: Defences to Infringement and Users Rights 2:30 p.m. to 3:30 p.m.

John Cotter Osler, Hoskin & Harcourt LLP

- ▶ Common defences
- ▶ Exceptions to infringement/user rights
- ▶ Fair Dealing: general principles

Technological Neutrality in Copyright 3:45 p.m. to 4:45 p.m.

Casey Chisick Cassels Brock & Blackwell LLP

- ▶ Origins and evolution of the principle of technological neutrality
- ▶ Media neutrality vs. functional equivalence
- ▶ Application to substantive rights and valuation
- ▶ International perspectives
- ▶ Implications and future directions

TUESDAY, JULY 26, 2022

9:30 a.m. – 4:15 p.m. EDT

Protection and Enforcement of Copyright

9:30 a.m. to 10:30 a.m.

Lorne Lipkus Kestenberg Siegal Lipkus LLP

- ▶ Anton Piller Orders
- ▶ Injunctions
- ▶ Damages and profits
- ▶ Detention of imported copies by customs
- ▶ Enforcement of criminal provisions
- ▶ Cross-border copyright infringement and the Internet
- ▶ Impact of Social networking
- ▶ Canadian Anti-Fraud Centre

International Copyright Issues and Copyright Treaties

10:30 a.m. to 11:30 a.m.

Jay Kerr-Wilson Fasken Martineau DuMoulin LLP

- ▶ International aspects of copyright
- ▶ Where does copyright exist?
- ▶ Domicile?
- ▶ Conventions, NAFTA/CUSMA and treaties
- ▶ Which law governs?

Fair Dealing in Law, Policy and Action

1:00 p.m. to 2:00 p.m.

Daniela Bassan Stewart McKelvey

- ▶ Fair dealing in legislation and caselaw
- ▶ Fair dealing in education
- ▶ Fair dealing in practice

REGISTRATION DEADLINE IS JULY 22, 2022

Ready, Set, Block: The Future of the Internet?

2:00 p.m. to 3:00 p.m.

Moderator **Kristina Milbourn** (Rogers Communications) will join **Ariel Thomas** (Ariel Thomas Professional Corporation), **Sarah Kilpatrick** (Music Canada), and **Hafeez Rupani** (Motion Picture Association - Canada) for a lively discussion and debate over the merits of site-blocking and de-indexing orders as appropriate tools to combat online piracy.

Obtaining injunctions, including site-blocking and de-indexing orders, against intermediaries such as internet service providers (ISPs) and search engines, are increasingly becoming a tool of choice for rights holders around the world to help stem online piracy. However, ISPs and search engines often claim that site-blocking and de-indexing orders wrongly target passive intermediaries, offend the principle of free expression on the internet, violate net neutrality, and offend privacy laws.

Copyright in Practice 3:15 p.m. to 4:15 p.m.

Susan Abramovitch Gowling WLG (Canada) LLP

Bob Tarantino Dentons Canada LLP

Angelika Heim Stohn Hay Cafazzo Dembroski Richmond LLP

Using an interactive scenario-based approach, practitioners with decades of experience serving clients in the film and television, publishing and music industries will discuss practical applications of copyright in a variety of business settings, and will debate current policy implications of copyright.

Social Media, Virtual Reality, and Computer Games

10:30 a.m. to 11:30 a.m.

Catherine Lovrics Marks & Clerk Canada

- ▶ Enforceability of software, click-wrap and browse-wrap licences
- ▶ Copyright issues in cloud computing and with software as a service (SAAS)
- ▶ Open source software
- ▶ Virtual and augmented reality
- ▶ Social media and user-generated content
- ▶ Copyright in metatags, online games and virtual property

Monetization and Exploitation of Copyright:

Legal Framework 1:00 p.m. to 2:00 p.m.

Kevin Sartorio Gowling WLG (Canada) LLP

- ▶ Assignments vs. licensing vs. rentals
- ▶ Necessity of writing & signature
- ▶ Registration of assignments & licenses
- ▶ Equitable/beneficial ownership
- ▶ Compulsory licensing
- ▶ Security interest in copyright
- ▶ Considerations before drafting/negotiation - is a license even required?

Monetization and Exploitation of Copyright:

Drafting and Negotiating Contracts 2:00 p.m. to 3:00 p.m.

Bernice Karn Cassels Brock & Blackwell LLP

Andrew Nunes Fasken Martineau DuMoulin LLP

- ▶ Key provisions of commercial agreements
- ▶ Types of licenses: sole, exclusive, non-exclusive
- ▶ License scope, restrictions and services
- ▶ Source code escrow
- ▶ Fees or royalties
- ▶ Impact of confidentiality obligations and assignment clauses on licenses
- ▶ Term, transition and survival
- ▶ Copyright in Mergers & Acquisitions and other transactions
- ▶ Due diligence, representations and closing conditions

Copyright in an Educational Setting 3:15 p.m. to 4:15 p.m.

Sana Halwani Lenczner Slaght LLP

- ▶ Libraries and licensing
- ▶ Dissemination, digitization, and digital locks
- ▶ Fair dealing and other educational exceptions to copyright
- ▶ Public domain, open access and creative commons
- ▶ Balancing the interests of creators, owners, and users

FEES

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July 25 - 27, 2022

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Regular fee\$95

Full-time student fee\$50

WEDNESDAY, JULY 27, 2022

9:30 a.m. – 4:15 p.m. EDT

Copyright in the Digital World

9:30 a.m. to 10:30 a.m.

Kristina Milbourn Rogers Communications

- ▶ Internet legal issues
- ▶ Browsing, linking and caching
- ▶ Downloading / streaming
- ▶ Virtualization
- ▶ File sharing
- ▶ ISP liability
- ▶ Jurisdiction

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Natalie Raffoul, Brion Raffoul LLP
Richard Whissell, Perley-Robertson, Hill & McDougall LLP

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