

UNDERSTANDING TRADEMARKS COURSE

JULY 7 -11, 2025



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



McGill

School of
Continuing Studies

École
d'éducation permanente



IPIC-McGill Understanding Trademarks Course 2025

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 7 to Friday July 11, 2025

Module 1 (2 days) Basics of Canadian Trademark Prosecution (July 7 - 8)

Module 2 (2 days) Fundamentals of Trademark Management and Contentious Proceedings (July 9 - 10)

Module 3 (1 day) Fundamentals of the Madrid System for Canadian Practitioners (July 11)



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 Uberig

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.

STAY ON TOP OF THE LATEST ISSUES

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.

INTERACT WITH EXPERIENCED PROFESSIONALS

The in-person format with integrated social and networking events, provides a great opportunity for you to interact with the speakers, workshop leaders, participants and professionals from diverse backgrounds. Take advantage of these events to stay on top of practice and trends and create meaningful working connections and relationships than can last your entire career. Lectures and workshops cover both theoretical & practical aspects of trademark prosecution, portfolio management, contentious proceedings, together with information and tools on international filing systems, including the Madrid Protocol. With live lectures and workshops, the course will cover all aspects of the Canadian trademark regime and provide "best practices" advice and tips.

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.

MONDAY, JULY 7, 2025

8:45 a.m. - 5:00 p.m. EDT

MODULE 1

BASICS OF CANADIAN TRADEMARK PROSECUTION

Opening Remarks 8:45 a.m. - 9:00 a.m.

Suzanne Antal Lavery LLP - Course Director

Gabriel St-Laurent Borden Ladner Gervais - Assistant Course Director

Selecting Great Trademarks 9:00 a.m. - 10:30 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

10:30 a.m. - 12:00 p.m.

1:00 p.m. - 2:30 p.m.

Kwan T. Loh Smart & Biggar

- ▶ Introduction to the Trademarks Office
- ▶ Preparing trademark applications
- ▶ Procedure & forms
- ▶ Information required
- ▶ Priority dates
- ▶ Registrability restrictions
- ▶ Linguistic and other considerations
- ▶ Special applications
- ▶ Certification marks
- ▶ Official marks
- ▶ Mode of packaging/3D marks

Workshop: Trademark Filing Strategies and classification

2:45 p.m. - 4:00 p.m.

Karine Pommier Robic Agence PI

Chantal St-Denis O'Brien TM Services Inc.

Kwan T. Loh Smart & Biggar

Social/networking

4:00 p.m. - 5:00 p.m.

TUESDAY, JULY 8, 2025

9:00 a.m. – 4:00 p.m. EDT

The Basics of Trademarks Use in Canada: The Who, What, Where, When, Why, How and Future

9:00 a.m. – 10:00 a.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 10:00 a.m. – 12:00 p.m.

Meghan Dillon Smart & Biggar

- ▶ 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

Lunch break 12:00 p.m. – 1:00 p.m.

Life After Registration 1:00 p.m. – 2:30 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

Coffee Break

2:30 p.m. – 2:45 p.m.

Workshop: Clearance searches

2:45 p.m. – 4:00 p.m.

Julie Larouche Cain Lamarre

Meghan Dillon Smart & Biggar

WEDNESDAY, JULY 9, 2025

9:00 a.m. – 4:00 p.m. EDT

MODULE 2

FUNDAMENTALS OF TRADEMARK MANAGEMENT AND CONTENTIOUS PROCEEDINGS

Opposition Proceedings: Overview, Context & Strategy

9:00 a.m. – 11:15 a.m. & 1:00 p.m. – 2:30 p.m.

Tamara Ramsey Dale & Lessmann

- ▶ 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

LUNCH & LEARN 11:30 a.m. – 1:00 p.m.

Canadian Lessons from Trademark Litigation in the U.S.

Keynote: Douglas Rettew Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

Coffee Break

2:30 p.m. – 2:45 p.m.

Workshop: Tips and Strategies in Opposition Proceedings

2:45 p.m. – 4:00 p.m.

Gabriel St-Laurent Borden Ladner Gervais

Catherine Daigle Norton Rose Fulbright Canada LLP

Tamara Ramsey Dale & Lessmann

FEES

Understanding Trademarks An Introductory Course

July 7-11, 2025

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

Module 1

July 7-8, 2025

IPIC member fee.....	\$1240
Regular fee	\$1340
Full-time student fee	\$670

Module 2

July 9-10, 2025

IPIC member fee.....	\$1240
Regular fee	\$1340
Full-time student fee	\$670

Module 3

July 11, 2025

IPIC member fee.....	\$595
Regular fee	\$695
Full-time student fee	\$347.50

Lunch & Learn

Included with the purchase of the full course or Module 2.



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

THURSDAY, JULY 10, 2025

9:00 a.m. – 5:15 p.m. EDT

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

9:00 a.m. – 11:00 a.m.

Amrita V. Singh Marks & Clerk Law LLP

- ▶ 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

Managing Your Assets: An In-House Perspective

11:00 a.m. – 12:00 p.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

Lunch break 12:00 p.m. – 1:00 p.m.

Counterfeits in Canada: How to Keep Fakes Out of Physical and Online Marketplaces 1:00 p.m. – 2:30 p.m.

David Lipkus Lipkus Law 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

NEW: IP Terms in Commercial Transactions

2:45 p.m. – 4:00 p.m.

Anna Sosis TD Bank Group

- ▶ Understanding terms and scope of rights relating to Intellectual Property in commercial transactions including:
 - Ownership and licensing
 - Representations, warranties and indemnities
 - Chain of title issues
 - Use and licensing of Open Source Software and Open Source AI
 - Tips in IP licensing

Workshop: Reporting Office Actions 4:10 p.m. – 5:15 p.m.

François Larose Smart & Biggar

Suzanne Antal Lavery LLP

FRIDAY, JULY 11, 2025

9:00 A.M. – 4:00 P.M. EDT

MODULE 3

FUNDAMENTALS OF THE MADRID SYSTEM FOR CANADIAN PRACTITIONERS

Key Points of the Madrid Protocol

Madrid: Is it really worth it?

9:00 a.m. – 10:45 a.m.

Daniel Drapeau Drapeaux Inc.

- ▶ Introduction to Madrid Protocol and key terminology
- ▶ Understanding the advantages and disadvantages of the Madrid system from a Canadian perspective

Canadian Protocol Applications: From Prosecution to Opposition

11:00 a.m. – 12:00 p.m. & 1:00 p.m. – 2:30 p.m.

Christopher Dejardin Cassan Maclean IP Agency Inc.

- ▶ Understanding the formalities and technical requirements for prosecution, registration and post-registration management of International applications and registrations
- ▶ Key differences in CIPO's treatment of Protocol applications versus national applications from prosecution to opposition
- ▶ Understanding the formalities and technical requirements for prosecution, registration and post-registration management of International applications and registrations

Common mistakes and pitfalls when filing a Madrid application designating other countries (foreigner's perspective) 2:45 p.m. – 4:00 p.m.

Giulio Martellini IP Skill

- ▶ Peculiarities of the Madrid system
- ▶ Differences in Classification and Identification of Goods and Services
- ▶ Designation Requirements
- ▶ Navigating Renewal and Maintenance Obligations
- ▶ Recording Changes to International Registrations, including changes in ownership and assignments
- ▶ Common pitfalls when filing through the Madrid Protocol

Workshop Leaders:

Kwan T. Loh Smart & Biggar

Jean-Phillipe Mikus Fasken Martineau DuMoulin LLP

Catherine Daigle Norton Rose Fulbright Canada LLP

François Larose Smart & Biggar

Daniel Drapeau Drapeaux Inc.

Julie Larouche Cain Lamarre

Chantal St. Denis O'Brien TM Services Inc.

Gabriel St-Laurent Borden Ladner Gervais

Paula Clancy Gowling WLG Canada LLP

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Amrita V. Singh Marks & Clerk Law LLP

Geneviève Prévost Molson Coors Brewing Company

David Lipkus Lipkus Law LLP

Anna Sosis TD Bank Group

Christopher Dejardin Cassan Maclean IP Agency

Giulio Martellini IP Skill

Karine Pommier Robic Agence PI

Meghan Dillon Smart & Biggar

Tamara Ramsey Dale & Lessman

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INTELLECTUAL PROPERTY INSTITUTE OF CANADA



IPIC is the only intellectual property association in Canada to which nearly all patent agents, trademark agents and lawyers specializing in intellectual property belong.

IPIC members receive a preferential rate on registration fees for the Summer Courses in Intellectual Property.

IPIC offers additional courses in patents, trademarks and copyright. Inquire at education@ipic.ca

Become an IPIC member today at www.ipic.ca



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Please visit www.mcgill.ca/intellectualproperty for details on course accreditation by professional bodies and law societies.

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Program is subject to change.