

Please Join Us
Wednesday, March 9, 2016

McCarthy Tétrault *Advance*TM: Effective IP Strategy to Drive Innovation in the Financial Services Sector

Innovative technology creates new market opportunities and give a competitive edge to traditional financial services offerings. As a result, many financial services organizations are undergoing a cultural shift and thinking more like technology companies. An IP strategy is integral to the business model of successful technology companies and a key source of competitive advantage. The advent of rapidly evolving Financial Services Technology (“FinTech”) has the potential to transform every aspect of a financial services business. The FinTech challenge is motivating banks to rebuild their IP strategies and ramp up their patent filings. Companies that do not adopt a robust IP strategy may be blocked from using their own technology, incur significant licensing fees and/or face infringement damages awards. An effective IP Strategy helps to understand and mitigate risk, support an innovative culture and provide valuable assets to trade or monetize.

Hear from our panel of industry experts, financial services IP executives and IP lawyers about:

- How FinTech companies are changing the business landscape and how financial services institutions are responding
- The Intellectual Property Arms Race in the Financial Services Sector
- Building a Financial Services IP Strategy to Survive and Thrive in a Changing Landscape

Panellists include:

- [Giuseppina D’Agostino](#), Professor, Osgoode Hall Law School
- Ken Hobday, Vice President and Assistant General Counsel (Intellectual Property), Fiserv
- Josh Death, Associate Vice President Legal, Intellectual Property, TD Bank
- Ron Stokes, Partner, Transaction Advisory Services, Ernst & Young
- [Adam Nanjee](#), Head of Financial Technology, MaRS Discovery District
- [Douglas Cumming](#), Professor and Ontario Research Chair, Schulich School of Business - York University
- Leading technology and intellectual property lawyers from McCarthy Tétrault including: [Barry Sookman](#), [Judith McKay](#), [Matthew Flynn](#), [Lisa Melanson](#), [David Tait](#), and [Vincent Yip](#)

Note: For those participants who cannot join us in-person, we are offering this program via webinar. If you are interested in this alternative, please select the appropriate option during the online registration process. All instructions and information on how to access the webinar will be forwarded in English a few days before the event.

A viewing of the webinar will also be taking place at Osgoode Hall Law School in room 2027. If you would like to attend the webinar at the law school, then please email iposgoode@osgoode.yorku.ca

This program qualifies for up to 2.0 hours of eligible educational activity or CPD credit under the mandatory education regimes in British Columbia, Ontario and Québec.

To register for this program, click [here](#)

Date: Wednesday, March 9, 2016
Time: 11:30 a.m. - 2: 00 p.m. (EST)

Location: McCarthy Tétrault Toronto
Online (Webinar)

McCarthy Tétrault *Advance*TM

Building Capabilities for Growth

