

## Events

**August 24 – 28, 2015**

### ***Justice Design Project***

A Winkler Institute for Dispute Resolution at Osgoode Hall Law School event.

[Click](#) for details.

**September 10, 2015**

### ***AIPLA Biotech Patent Law***

Boston, MA.

[Click](#) for details

**September 17, 2015**

### ***For Your Eyes Only; Selfies, Cyberbullying and C-13***

An OBA Women Lawyers Forum, Criminal Justice and Child & Youth Law Sections event.

[Click](#) for details.

## IP Notes

**Johanne Bélisle** appointed CEO of CIPO, effective September 8, 2015.

[Click for details.](#)

**Agent Privilege (Bill C-59)** receives royal assent

**Digital Privacy Act (Bill S-4)** receives royal assent.

[Click](#) for details.

**IPilogue: Call for Applications Positions Available:**

Graphic Artist & Illustrator

## The IPIGRAM (5 August 2015)

### Feature Posts



### Patent Strategies in Your First Few Years of a New Business

By: Christopher Heer

#### Patent Strategies in Your First Few Years of a New Business

July 23, 2015 by [Christopher Heer](#)

A new business that plans to bring a new and innovative product or service to market ought to address patents right from the first draft of their business plan.

Patents provide time-limited monopolies for the disclosure of inventions. If you're ready to start a new business around a new and innovative product or service, you've likely invested time and money into research and development already. Patents allow you to profit financially from this investment. [A 2012 study of patent sale data](#) in the United States puts the average monetary value of a United States patent at over \$500,000 Canadian dollars (using today's USD-CAD exchange rate).

[Read more](#)

*[Christopher Heer](#) is a Toronto IP lawyer, registered patent agent and registered trademark agent at [Heer Law](#). He is one of a select few intellectual property lawyers designated by the Law Society of Upper Canada as a certified specialist in patent law.*

**W3C Releases Draft Do-Not-Track Compliance Standards**



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### **Intellectual Property Journal Call for Submissions**

Submissions are welcomed to be considered for inclusion in the Intellectual Property Journal (IPJ).

[Click for details.](#)



Lassonde students win national design competition! A team of students from the Lassonde School of Engineering at York University won first place in the 2015 National Design Competition hosted by the Canadian Society for Mechanical Engineering (CSME). This year's design challenge was to engineer, build and assemble a 3D printer with a fixed budget of \$300. ([Read more](#))

July 23, 2015 by [Keith D. Rose](#)

In today's Internet, advertising is ubiquitous. It is the main source of revenue for many web sites and services. It is also the subject of increasing scrutiny by privacy advocates and regulators, as advertisers and ad networks develop ever-more sophisticated means to track and profile users in the quest to optimize their effectiveness.

[Read more](#)

*[Keith D. Rose](#) is an associate in McCarthy Tétrault's Business and Technology Law Groups in Toronto.*



### **U.S. Federal Financial Institutions Examination Council (FFIEC) Releases Cybersecurity Assessment Tool**

July 23, 2015 by [Ana Badour](#) and [Diego Beltran](#)

On June 30, 2015, the FFIEC released its cybersecurity assessment tool designed to assist U.S. financial institutions and regulatory examiners identify inherent cybersecurity risks and determine preparedness level of financial institutions. The cybersecurity assessment tool and other resources can be found [here](#).

[Read more](#)

*[Ana Badour](#) is a partner in McCarthy Tétrault's Financial Services Group in Toronto. [Diego Beltran](#) is an associate in McCarthy Tétrault's Business Law Group in Toronto.*

## **Recent Posts**

### **New Developments in Trademark Dispute of Asian-American Rock Band "The Slants" Reignite Free Speech Debate**

August 3, 2015 by [Samantha Sim](#)

Recent developments in the ongoing trademark dispute involving Asian American dance rock band "The Slants" have reignited discussion regarding disparaging marks and free speech. Last month the band [argued before](#) a U.S. appeals court that the [government's rejection](#) of its trademark application pursuant to "the provision in the Lanham Act that bars disparaging trademarks violates the First Amendment and should be given the strictest level of scrutiny by the court".

[Read more](#)

*[Samantha Sim](#) is an IPilogue Editor and a graduate of Ryerson University's School of Journalism.*

## 'United We Play' or 'United We Sue Away'? The Copyrightability of Sports Moves

July 21, 2015 by [Gosia Piasecka](#)

With the Pan Am and Parapan Am Games (the "Games") upon us, IP enthusiasts are eagerly debating the issues surrounding the Games with respect to – well, IP law. One of the many debates permeating conversations is whether athletes can protect sports moves as intellectual property. For example, can a swimmer copyright a secret way of pulling their arms through water? Can a coach protect an unbeatable team formation in field hockey? Can a gymnast lay claim over a flawless rhythmic routine?

[Read More](#)

*Gosia Piasecka is an IPilogue Editor and a JD candidate at Thompson Rivers University Faculty of Law.*



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