

Events

December 7 – 11, 2015

WIPO Standing Committee on Copyright and Related Rights: 31st Session

Geneva, Switzerland. [Click](#) for details.

December 10-11, 2015

INTA's 2015 Geographical Names Conference

Rome, Italy. [Click](#) for details.

January 20, 2016

IP Osgoode Speaks Series featuring Jerry Agar

"I Don't Care About You" – a perspective on effectively leveraging broadcast media for your cause. [Click](#) for details.

February 3-5, 2016

Orphan Works Licensing Portal Hackathon

[Click](#) for details. By invitation only, to participate, [click](#) here.

February 18-20, 2016

"East Meets West"

University of Washington School hosts Fourth Asia Pacific IP Forum in conjunction with 13th Annual WIPIP Colloquium. [Click](#) for details.

February 19-20, 2016

7th Annual Fox IP Moot

[Click](#) for details.

February 26-27, 2016

International Patent Drafting Competition

University of Detroit Mercy

The IPIGRAM (9 December 2015)

Feature Posts



Branding Linguistics: What Coca-Cola and Chinese Bakeries have in Common

By: U. Shen Goh

Branding Linguistics: What Coca-Cola and Chinese Bakeries have in Common

December 3, 2015 by [U. Shen Goh](#)

The emergence of Chinese brands has become a global phenomenon. Not only are there exports to and local marketing within the Chinese diaspora and later generations, but Western businesses are also merging with and acquiring Chinese businesses and Western trademarks are engaging in brand extension or cross-branding with Chinese mark owners. In doing so, unexpected language issues are being encountered that create market confusion, cause inefficiencies, and increase costs.

This article proposes as a solution to this conflict among Chinese language marks a model that more realistically assesses the linguistic knowledge of the presumed trademark consumer. Using Canada as a test case, it also develops a method for filing and searching such marks that may suggest similar methods for avoiding conflicts involving foreign language marks in general.

[Read more](#)

Conference Report: "Internet and Copyright Law in the European Perspective. The Digital Single Market

School of Law and Windsor Law event. [Click](#) for competition rules.

March 2, 2016

IP Osgoode Speaks Series featuring Prof. Abraham Drassinower

On his new book "What's Wrong with Copying?", with comments by Prof. Carys Craig. 12:30 – 2:30 at Osgoode Hall Law School. To register click [here](#) (use event code: drassinower)

March 9, 2016

Effective IP Strategy to Drive Innovation

Save the date! More details to come.

March 17-19, 2016

The 14th Oxford International Intellectual Property Moot

Taking place at Pembroke College, University of Oxford. [Click](#) for details.

IP Notes

SCC rules on the role of technological neutrality in copyright law in ***Canadian Broadcasting Corp. v. SODRAC 2003 Inc.*** Congratulations IP Osgoode's own **Prof. Carys Craig** – SCC cites "Technological Neutrality: (Pre)Serving the Purposes of Copyright Law"

Intellectual Property Journal Call for Submissions

Submissions are welcomed to be considered for inclusion in the Intellectual Property Journal (IPJ). [Click](#) for details.

Copyright

December 8, 2015 [Gianluca Campus](#)



The re-posting of this [comment](#) is part of a cross-posting collaboration with [MediaLaws: Law and Policy of the Media in a Comparative Perspective](#).

On November 4th and 5th 2015 the Italian Judge Permanent Training Program for the Court of Milan (Hon. Francesca Fieconi), with the collaboration of AIPPI Italian Group (Ms Renata Righetti, Avv.ti Giorgio Mondini, Simona Lavagnini, Fabrizio Sanna) and Franzosi Law Firm (with a team composed by Prof. Avv. Mario Franzosi, Avv.ti Gianluca Campus and Anna Maria Stein), organized in the Aula Magna of the Court of Milan a Congress for practitioners and academics from all over Europe aimed at discussing the most recent evolutions in the copyright law, taking into consideration the reform proposals indicated by the European Commission in the [Digital Single Market Strategy for Europe](#).

[Read more](#)



What Should Be Included in a Canadian Orphan Drug Regulatory Framework

December 4, 2015 by [Ryan De Vries](#)

As the new Liberal government turns its mind to the application of substantive policies, it will have to decide what to do with the Canadian [orphan drug regulatory framework](#) (ODRF) that has been in development. This framework, based in large part on the example of the United States [Orphan Drug Act](#) (US ODA), which has been both [praised](#) and [criticized](#), has been in the works since [October 2012](#) and is considered by [some](#) to be long overdue. Today's policymakers would be wise to consider the possibility that the goals of a Canadian ODRF may be different from that of the US ODA – perhaps not all elements of the US ODA should be included in a Canadian ODRF.

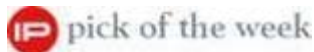
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Recent Posts

Attacking the Attack Ads: Broadcasters Strike Back

December 3, 2015 by [Jennifer R. Davidson](#)

Political attack ads are a Canadian electoral staple, compressing



Europe creates [EU-wide rules on cybersecurity](#). Transport and energy companies will have to ensure that the digital infrastructure that they use to deliver essential services, such as traffic control or electricity grid management, is robust enough to withstand cyber-attacks, under new rules provisionally agreed by internal market MEPs and the Luxembourg Presidency of the EU Council of Ministers on Monday December 7, 2015. Online marketplaces like eBay or Amazon, search engines and clouds will also be required to ensure that their infrastructure is secure.

incriminating, damning and provoking footage into 30-second media bites. Typically, the subject matter is harvested from archived footage of the target captured under the media's ever-watchful lens. Political parties have freely taken to exploiting news materials without the consent of originating news agencies. Broadcasters strongly condemn this practice, insisting that the materials are protected under the [Copyright Act](#) (RSC 1985, c C-42); political parties disagree, suggesting that their use falls within fair dealing carve-outs to the [Act](#).

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Don't Shoot The Messenger – Authors Guild v. Google, Inc.

December 3, 2015 by [Mahdi M. Hussein](#)

[Jim Bouton](#), one of the designated hitters represented by the Authors Guild took another swing at [Google Books](#) services program in the [United States Court of Appeal \(2nd Circuit\)](#) (“the Court”). The Court rejected the copyright challenge brought forward by the Authors Guild and concluded that Google's activities were transformative in nature and thus fell within the realm of non-infringing fair use (or [fair territory](#) – last baseball reference, I promise).

[Read more](#)



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