

1. Blog Entries

- Posts should not be lengthy (approx. 450-750 words). Posts may be longer if they are concise and offer thorough research and balanced perspectives.
- Every blog must advance an argument or opinion — try to avoid merely summarizing the issues where possible.
 - **IMPORTANT:** We edit for neutrality. You must have an open mind, respect differing opinions, and conduct a balanced analysis of the issue. Always consider opposing arguments and a range of stakeholders, as you should in any legal writing.
- Do your best to link to other sites/blogs/stories within your post, especially linking to previous IPilogue posts where appropriate. Links should be used as evidence to support your arguments or those of a different perspective/opinion. (All facts or opinions that are not your own should be hyperlinked for citation purposes!)
- Personal opinions are fine, but they need to be backed up by a rational presentation of facts and arguments.
- Use primary sources wherever possible (e.g., legislation, court reports, personal interviews, etc.). If not available, use the next best source (most reputable, not Wikipedia).
- Use Canadian spelling (trademark, licence, organization, etc.) and proper terms (“copyrighted” is not a word, use the term “copyright protected”). Define any terms that would be unfamiliar to a general audience with a background in IP and define any acronyms before using them.
- Provide the relevant context and background information necessary to understand your post.
- Note the relevant jurisdiction, especially when writing on cases or disputes occurring outside of Canada. This is especially important when referencing legislation (is this the Canadian *Copyright Act*, or some other jurisdiction’s?)
- Be specific in your writing. For example, rather than saying “recently,” or “last week,” provide the actual date.
- Be wary of using “trendy” or “catchy” terms like ‘BigTech’ or the ‘data economy,’ unless you plan to discuss them directly in your post.
- Please avoid using words that you would not use if you were giving an oral presentation about your topic. Short sentences made up of simple words are preferable. Similarly, avoid using “fancy punctuation” wherever possible (i.e., limit your use of semi-colons and em-dashes).
- Use the active voice wherever possible.
- Refer to past IPilogue posts for an idea of well-written, published posts.

2. Topics

- The IPilogue promotes an objective, balanced, and interdisciplinary debate about a broad cross-section of IP and technology issues, seeking to fill gaps in the IP debate in Canada and around the world.
- We have a mixed audience of readers, so our posts consist of a few different styles: informing readers of new developments, commentary on recently published scholarly articles or blogs, case summaries and commentary on interesting decisions, having two writers provide differing positions and arguments on the same topic (point v. counterpoint), etc.
- Blog entries should be timely. We want to cover news stories within a week of their occurrence.
- For blog topics relating to news items, we recommend reading the technology section of online news outlets like the Toronto Star, Ottawa Citizen, New York Times, Washington Post, BBC News, and Wired.com.
- Several IP blogs are also worth following: IPPractice.ca, Patently-O, IP Watchdog, IPKat, Afro-IP, Tango-IP, Barry Sookman, Michael Geist, David Fraser on Privacy, etc. (Keep in mind that many of these blogs are very opinionated, so you shouldn't rely on them as fact/correct, but can use them to support or frame your own arguments)
- Most IP law firms regularly publish articles about current IP and tech issues. They are great resources for learning about a topic from a balanced point of view.
- When you have selected a topic to write about, advise Managing Editor Ashley Moniz of your topic and expected submission date at iposgoode@osgoode.yorku.ca.

3. Format

- The format of your article may vary depending on its subject, context, and/or style. Keep the following guidelines in mind as you write.
- **Title** - try to make your titles punchy (e.g., use puns, double entendres, alliteration etc.)
- **Paragraph 1** – short with a snappy lead sentence that tells the reader what your article is about. Use key words like case names that identify the main subject matter of the post.
 - Pay particular attention to the first 1-2 sentences of your blog post as they will be the ones that first grab the attention of our readers, particularly if reproduced in the IPIGRAM e-newsletter. They should draw readers to click on the READ MORE button.
- **Subsequent paragraphs** - body paragraphs canvassing the issues and representing all sides of the issue (or at least two). Consider stakeholder perspectives. Example: copyright – creators, users, owners, public, government, foreign nations etc.
 - We like white space! Please refrain from writing big block paragraphs.
- **Headers** – Make your headings and subheadings descriptive where possible. Format the first level in bold and second level italicized.
- **Closing Paragraph** - your opinion on the issues supported by your body

paragraphs and a conclusion.

- Include a byline at the top of your post, below the title (e.g., “*Amanda Carpenter is a Guest Writer and a 2L JD candidate at Osgoode Hall Law School.*”)
- Include suggested tags at the bottom of your post (e.g., “Tags: Amanda Carpenter, copyright, fair dealing, music”).

4. Citations

- Source any facts, decisions, statistics, and quotes you use in your post.
- Embed hyperlinks within the body of your text as citations. We do not require a list of citations at the end of the post. If a source is not available online, use a McGill style footnote citation.
- Please do not circumvent any digital locks to access copyright protected materials, nor link to material that requires an institutional password to access (ex. links containing “myaccess.library.utoronto.ca”). Try to find a publicly available link for the same content, if possible. If not, please use a footnote citation.
- Set hyperlinks to open in a new window. In Word, right-click on the hyperlinked text to “Edit Hyperlink”, then click on the button “Target Window”, then use the dropdown list to choose “New Window” and check the box to “Set as default for all hyperlinks”.
- Please test that all the hyperlinks work and link to the correct source.

5. Submitting Blog Entries & Review

- When your post is ready for review, please send a copy as a Word document to iposgoode@osgoode.yorku.ca and CC Managing Editor Ashley Moniz (amoniz@osgoode.yorku.ca) and Content Manager Nikita Munjal (munjaln@schulich.yorku.ca). Use the subject line “IPilogue Submission: Your Name + Title.”
- Please include an image to accompany your article below your byline. Any images must have proper attributions. You may use images from Unsplash, Pexels, or similar sites, so long as you have permissions to use the image (often a Creative Commons license) and include attribution with a link to the original, where required.
- Please save your post as “Name_Blog Title” (e.g., “Amanda Carpenter_Loosening Copyright Restrictions for Remixed Music”).
- We review and consider all blog entries for the IPilogue. Some blogs may not be published due to space constraints or the exercise of our editorial judgment.
- If we require further edits, Ashley, Nikita, or one of our Senior Editors will reach out to you directly with suggested edits or specific points of clarification.
- Once you have completed your edits, send your revised blog back to whomever sent it you (copying iposgoode@osgoode.yorku.ca) for final approval and posting.

6. Commenting on Posts

- We greatly encourage you to comment on other IPilogue posts, both directly on the website and on our social media posts.
- Your comment does not necessarily have to provide a counter-argument to the

initial post, but could simply provide more perspective or other related links to commentary on other sites.

- Please respond to comments made on your blog entry. This will often lead to further debate on your entry.
- If you cannot add a comment on the webpage directly, please send your comment to Ashley at iposgoode@osgoode.yorku.ca with the link to the post you are commenting on.
- We also encourage you to follow IP Osgoode on Facebook, LinkedIn, and Twitter and to like, comment on, and share our content there.

7. Linking Back to IPilogue

- Once your post has gone live on the blog you will receive an email confirming that the blog has been posted. Feel free to leave brief (relevant) comments along with a link back to your blog on IPilogue on other blogs and sites.
- If you have Twitter, LinkedIn, and/or Facebook, please follow IP Osgoode and share your article from our accounts. Remember to also like, comment on, and share articles from your friends and colleagues on these and other social media websites.
- Most of you will be looking at other blog entries and news sources relevant to your topics, so taking a few minutes after your post has gone live to link back to it will increase awareness of the IPilogue.