Intellectual Property and the Internet
Information Technology and Intellectual Property Law

Date: Thursday, June 9, 2016 | 9:00 am to 1:00 pm
Location: Twenty Toronto Street Conferences and Events
20 Toronto Street, 2nd Floor, Toronto
Program Chairs: Lorraine M. Fleck, Fleck & Chumak LLP
John Simpson, Shift Law

The Internet creates a host of challenges for businesses seeking to protect their intellectual property ("IP"), brand and reputation. Join us to explore key principles and recent developments in the law of IP in the context of the internet. Our expert faculty will get you up-to-date on the latest jurisprudence in this developing area, and provide the insights you need to stay ahead in your field.

This meeting will also serve as the Information Technology and Intellectual Property Law section's Annual General Meeting.

Register now to secure your spot.

8:00 am Registration and Coffee
9:00 am Welcome and Opening Remarks
9:05 am Temporarily Confused: Exploring Initial Interest Confusion
Paul Lomic, Lomic Law
Scott MacKendrick, Bereskin & Parr LLP
Lorraine M. Fleck, Fleck & Chumak LLP (Moderator)
• When do cyber squatting, metatag misuse and keyword advertising constitute trademark infringement?
• Making sense of “initial interest confusion” and “domain name passing off”
• When is it legal to use another business’ trademarks in metatags?

10:15 am IP Strategies for Online Reputation Management
Matthew Earle, President, Reputation.ca
Alison Hayman, Cassels Brock & Blackwell LLP
John Simpson, Shift Law (Moderator)
• Best practices for responding to online reputation attacks and gripe sites
• What are the available causes of action, and how are they established?
• Exploring mitigation measures and court alternatives

11:25 am Networking Break
11:35 am Annual General Meeting - Information Technology and Intellectual Property Law Section
11:40 am Equustek v. Google: Why It Matters
David Fewer, Director, CIPPIC, the Samuelson-Glushko Canadian Internet Policy & Public Interest Clinic, University of Ottawa, Faculty of Law
David S. Lipkus, Kestenberg Siegal Lipkus LLP
Sangeetha Punniyamoorthy, Dimock Stratton LLP (Moderator)
• How has this decision expanded the options available to enforce IP rights?
• Who has jurisdiction on the internet?
• When will the Court grant an injunction against a non-party to assist in protecting IP rights?
• Predictions on what the SCC will have to say

12:50 pm Questions and Concluding Remarks
1:00 pm Program Concludes

PROGRAM REGISTRATION IS ONLINE www.oba.org/pd
Questions? pd@oba.org
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