

## Fundamentals of Intellectual Property Law for Emerging Clients

*Information Technology and Intellectual Property Law Section  
and Young Lawyers Division*



Webcast

**Date:** Thursday October 29, 2020 | 9:00 am – 12:00 pm

**Location:** Webinar Only

**Program Chairs:** **Isi Caulder**, Bereskin & Parr LLP  
**Bettina Xue Griffin**, Blue J Legal



**Substantive Hours:** This program is eligible for up to 3h 00m

Today's emerging clients require lawyers to look at legal issues differently and apply longstanding principles in unique settings, and in creative ways. If you are working with clients in these developing industries, it is essential that you have the knowledge and expertise to identify and respond to the intellectual property issues at play, and ensure your clients' most valuable assets are protected. With spotlights on particular emerging client groups, our exceptional faculty will provide expert guidance on managing your clients' core and fringe intellectual property at this valuable program.

9:00 am Welcome and Opening Remarks

10:30 am **Leveraging Unregistrable Intellectual Capital (UIC)**

**Elizabeth S. Dipchand**, Dipchand LLP

9:05 am **Protecting Intellectual Property for the Digital Marketplace**

**Tamara Ramsey**, Dale & Lessmann LLP

- Protecting domain names: diligence, distinguishing features and remedies
- Making sense of meta data, key words and other proprietary information in digital marketplaces
- The importance of copyright

- Strategic identification and acquisition of UIC
- Show me the money! Why you and your clients should care about leveraging UIC
- Exploring protection and enforcement of UIC
- Privacy and Security Considerations: Mitigating the risks of use and misuse of UIC

9:40 am **Patents Versus Trade Secrets in Emerging Tech**

**Jason Hynes**, Bereskin & Parr LLP

- Exploring the limits of trade secrets and patents, and how to strategically choose between competing options
- How to have your secret and a patent too: Practical but uncommon strategies to pursue both trade secrets and patent rights in parallel

11:05 am **Physical and Virtual Spaces in Today's Tech World**

**Christie Bates**, Cassels Brock & Blackwell LLP

- Architecture Revisited: how technology can trigger new legal issues in established industries
- Trade dress: how IP can protect a space's distinctive *ooh la la* factor
- IP issues in Virtual and Augmented Reality: a cornucopia of liability?

10:15 am Questions

11:50 am Questions and Concluding Remarks

10:25 am Break

12:00 pm Program Concludes

**PROGRAM REGISTRATION IS ONLINE** [www.oba.org/pd](http://www.oba.org/pd)

Questions? [pd@oba.org](mailto:pd@oba.org)