

MARK YOUR CALENDAR

February 5, 2019 (Edmonton)

February 12, 2019 (Calgary)



Legal Education
Society of Alberta

Intellectual Property Law for Non-IP Lawyers

New changes
to legislation
coming in
2019

Intellectual property rights can be found in nearly every transaction

and are often the most valuable asset of any business. If your client has a business name, provides a product or service to others, uses a website or software, gets referenced on social media, creates or improves on technology, or has confidential business information such as customer lists and data, they have IP rights to consider.

Join experienced IP practitioners and develop strategies to protect your clients.



FEB
05
2019

EDMONTON

Chateau Louis Hotel
& Conference Centre
11727 Kingsway NW
9:00 AM–4:30 PM

FEB
12
2019

CALGARY

The Glenmore Inn
& Convention Centre
1000 Glenmore Court SE
9:00 AM–4:30 PM



PROGRAM MATERIALS

Materials for this program will be provided to all registrants in **electronic format only** and will be available for download in advance.

CHAIR

Rob McDonald QC | Bennett Jones LLP | Edmonton

FACULTY

Gordon Sustrik QC | Sustrik Law | Sherwood Park

Christine Hicks | Hicks Intellectual Property Law | Canmore

Patrick Smith | Gowling WLG (Canada) LLP | Calgary

Edward (Ted) Yoo | Bennett Jones LLP | Edmonton

WHO SHOULD ATTEND

This program is intended for all lawyers.

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Edmonton (May 23–24)

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What's in a Name? Trademarks and How They Affect Brand Strategy

PRESENTER: Rob McDonald QC

Every business is concerned about its name and reputation, and trademark law is an important tool for protecting and enforcing corporate brands. Discuss how clients can preserve their intangible assets and commercially exploit these valuable IP rights, and avoid falling prey to the increasing numbers of squatters, trolls, and pirates. Explore major changes to Canada's trademark law that will take effect in 2019. Understand the risks, and devise strategies to best protect brands locally, nationally, and globally. Examine the complexities of determining who owns IP rights when new IP is created.

Licences for Fun and Profit—From Strategy to Structure to Content

PRESENTER: Gordon Sustrik QC

Without proper commercialization, valuable intellectual property rights might sit on a shelf gathering dust. Evaluate how businesses can use properly drafted licences to commercialize IP rights, whether they relate to trademarks, patents, copyrights, confidential information, or other intangible rights. Understand what a licence is and what it is used for, what terms should be in a licence, and what terms are often contained in a licence that might not be appropriate. Examine the process of getting from idea to marketplace, how royalties and fees are used to share the wealth between licensor and licensee, and how to avoid unpleasant surprises.

I Have an Idea... What to Do When Your Client Says “Eureka!”

PRESENTER: Edward (Ted) Yoo

We've all had clients approach us with the question, “How do I protect my idea?”. That idea might be a new device, a new process, a new software solution, or a new way of doing business. Analyze when an idea is capable of protection, which types of inventions are patentable and which are not, and how the process of applying for and obtaining a patent works. Consider the importance of keeping inventions and ideas confidential through the use of Non-Disclosure Agreements, the effect of filing a patent application, and how each country has different patent requirements. Investigate how employment agreements and third-party agreements can be used effectively to ensure the proper ownership of patent rights.

IP Due Diligence in Commercial Transactions

PRESENTER: Patrick Smith

While not all commercial transactions focus on technology or intellectual property, virtually all commercial transactions require at least some consideration of IP rights. Identify the typical IP issues that arise in share purchase agreements, mergers and acquisitions of businesses, and other commercial transactions. Explore the types of IP rights that are commonly overlooked when drafting agreements, as well as the dangers of representations and warranties with respect to IP issues, such as representations of validity. Recognize common issues that every non-IP lawyer should be aware of when negotiating agreements and providing legal advice to their clients.

IP Issues in the Age of Social Media

PRESENTER: Christine Hicks

Social media has become a mainstream method of communication, particularly for businesses that want to reach a broader demographic. Discuss how IP issues intersect with social media and technology, and learn how to identify and avoid issues before they arise. Develop strategies to ensure that your clients protect their name and goodwill, avoid unfair competition disputes, and use keywords and meta-tags to increase their online profile without infringing on third party rights or putting their intangible assets at risk. Explore the benefits of trademark registration in the context of online business activities (e.g., Amazon), launching mobile apps through the App Store and Google Play, and social media accounts.



Legal Education Society of Alberta

Intellectual Property Law for Non-IP Lawyers

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TOLL FREE IN AB: 1.800.282.3900 | FAX: 780.425.0885

- EDMONTON** February 5, 2019
- CALGARY** February 12, 2019
- EARLY BIRD:** On or before January 4, 2019 \$395 + GST (Lunch is included.)
- REGULAR:** \$445 + GST (Lunch is included.)

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