

WESTERN'S INTELLECTUAL PROPERTY ASSOCIATION (WIPA)



Welcome back WIPA!

Happy February! WIPA has an exciting second semester planned: Ashlee Froese, a Toronto Fashion lawyer at Fogler Rubinoff LLP, will be talking about her practice on February 8. We will also be hosting a social later in the same evening.

We are delighted to be hosting Ashlee. Ashlee is a Partner at Fogler Rubinoff LLP and practices trade-marks, copyright, social media, domain name, marketing/advertising and packaging/labelling laws. She is recognized by the Law Society of Upper Canada as a Certified Specialist in Trademarks Law and one of the top 1000 trademark lawyers in the world by the World Trademark Review. Ashlee has a keen interest in assisting fashion designers protect their creative ingenuity and owns the website www.canadafashionlaw.com, which examines the business and laws affecting the Canadian fashion industry. Ashlee is co-chair of Fashion Group International, a mentor with Toronto Fashion Incubator and CAFA and an advisor of Ryerson University's Fashion Zone.

Ashlee is an active member of the intellectual property law community and is a member of several committees with the Intellectual Property Institute of Canada and International Trade-marks Association. Ashlee is Past Chair of the Toronto Intellectual Property Group. She will give a presentation detailing her practice on February 8, 2016 during the free period in the Room 36. Please join us and, of course, food and refreshments will be provided.

In the IP World ...

Intellectual Property is a concern for even for our absorbent, yellow, and porous friend – SpongeBob SquarePants. Fifteen years after the Krusty Krab made its splash into the watery, whimsical world of Bikini Bottom, a real company located here on dry land, IJR Capital Investments, filed a US service trademark application “The Krusty Krab” restaurant services. Viacom, the company which owns all copyright and trademarks associated with SpongeBob SquarePants, objected. Viacom did not have a valid trademark registration for the Krusty Krab, but that did not sink its infringement claim. The court held that trademark protection extends to specific ingredients of a successful T.V. series including such things as symbols, design elements, and characters. So, the lesson from many leagues down under is that in certain scenarios, even fictional locations can be protected in the depths of intellectual property.

Back in Canada, the Supreme Court of Canada has recently concluded hearings in Google Inc. v. Equustek Solutions Inc., et al. The decision of this important case is expected to highlight the Court's ability to restrict online search engine results. Additionally, this decision will likely clarify search engines' obligations to restrict search results. This case raises many issues in both IP rights enforcement and free speech rights.

Upcoming Events ...

- **GUEST SPEAKER – February 8 at 12:30PM in RM 36:** Fashionate About the Law – Fashion Lawyer and Partner: Ashlee Froese
- **SOCIAL – February 8 at 7PM:** The WIPA exec will be hosting a social at one of our homes. Check out the FB event for more details!
- **FIRM TOURS – Date TBD but aiming for last week of March:** Everyone's favourite event! WIPA's Annual Firm Tours in Toronto. More details to come

Attention 2Ls and 3Ls: Don't forget to hand in your IP concentration declaration forms at any time to Professor Wilkinson or the administration desk. These forms are NOT binding and can be under the Western Law – Curriculum and Course Information OWL site (Curricular Streams & Areas of Concentration > Intellectual Property, Information & Technology > Top of page).