



**ROBIC** + LAW  
+ BUSINESS  
+ SCIENCE  
+ ART  
LAWYERS, PATENT AND TRADEMARK AGENTS

[www.robic.ca](http://www.robic.ca)

VOL.15 N°2

Français

# Summer / 11 News

## Trademarks and Social Media: Enforcing Your Rights Without Alienating Your Customers

Aggressively enforcing one's rights in social media may not be the ideal approach for trademark owners anymore. Why are social media changing our approach to trademark enforcement? >>>

## Supreme Court's Latest Trademark Decision: Use and File Promptly

In *Masterpiece Inc. v. Alavida Lifestyles Inc.*, 2011 SCC 27, the Supreme Court of Canada examined important principles in the field of trademark law. This case gives important lessons on the use and filing of trademarks in Canada. >>>

## No "Lack of Good Faith" Attacks After a Patent Issues

On July 18, 2011, the Federal Court of Appeal rendered its judgment in *Corlac Inc. v. Weatherford Canada Inc.* (2011 FCA 228). The case is of significant importance to applicants and litigants in Canada because it addresses the law with regard to the duty of good faith owed by applicants to the Patent Office during the prosecution of their patent applications. However, it also raises questions about the applicability of s. 73 of the Patent Act. >>>

## New Era for Domain Names

A recent ICANN (Internet Corporation for Assigned Names and Numbers) decision could have a major impact on the way domain names are used and incidentally cause headaches for trademark owners. >>>

## Copyright: Written Assignments Mandatory

The Copyright Act states that an employer is the rightful owner of a work created by an employee during the course of employment. But what happens when the owner of the work does not transfer his or her rights properly? >>>

## Recognized by our Peers

In their publications, *The International Who's Who of Business Lawyers 2011* and *Intellectual Asset Management (IAM)* recognize ROBIC's expertise in various fields of intellectual property. >>>

## Useful Non-Obvious News

- Canada in the 2011 Global Innovation Index Top 10
- Collection of IP Tools for Exporting Businesses
- Unitary Patent for the European Union in 2013
- Online Form to Submit Anonymous Comments on Pending European Patent Applications >>>

+ We now have an office in Quebec City

Tel. : +1 418 653-1888  
Fax : +1 418 653-0006



© iStockphoto.com/Vladone

- + Activities of our Members
- + ROBIC's Client Portal
- + Archives
- + Subscribe a colleague



To receive our firm's brochure, [click here](#)

## «The Benchmark for IP»

---

[Subscribe](#) | [Unsubscribe](#) | [Contact us](#) | [Legal Notice](#) | [Webmaster](#)

© CIPS, 2011. All rights reserved.