

Managing Your Client's Online and Mobile Presence: Information Technology Issues and Intellectual Property Update

Date: Wednesday, February 4, 2015 | 1:30 pm – 4:50 pm

Location: Westin Harbour Castle Conference Centre,
2 Harbour Square, Toronto, ON

Program Chairs: Catherine Carscallen, Gardiner Roberts LLP
James Kosa, Deeth Williams Wall LLP



This program is eligible for up to 3.25 Substantive Hours

In today's digital world, it is impossible to separate business from technology. As businesses expand into the online and mobile spheres, it is essential that you have the critical knowledge to protect your business clients' interests and limit their liability in this space. Our expert faculty will get you up-to-date on the latest developments and key issues to ensure you have the expertise to effectively guide your clients through business in our tech-based society.

1:30 pm Welcome and Opening Remarks

1:35 pm **Critical Intellectual Property Updates and What They Mean for Your Business Clients**

R. Scott MacKendrick, Bereskin & Parr LLP

Jill Tonus, Bereskin & Parr LLP

- What you need to know about recent *Trade-marks Act* amendments
- Navigating the implications of the *Copyright Modernization Act*

2:25 pm **Challenges and Best Practices for Doing Business Online**

Ariane Siegel, Signal Hill Digital Law

- Brushing up on website Terms of Use and Privacy Policies
- Unraveling the legislative requirements and implications of *CASL*
- Need-to-know consumer protection, language and jurisdictional issues
- Best practices to protect intellectual property, limit liability and ensure enforceability
- Emerging trends in litigation of online contracts

3:10 pm Networking Break

3:30 pm **Avoiding the Legal Pitfalls in Mobile Applications**

Steven Slavens, Torys LLP

- Develop: Essential considerations in negotiating Development Agreements
- Distribute: What you need to watch out for in Platform Contracts
- Use: Key provisions and common missteps in End-User Agreements

4:15 pm **Newsworthy: Investigating the Legal Issues in Emerging Technology**

Kirsten Thompson, McCarthy Tétrault LLP

From 3D printing to wearable technology to drones, the media is replete with emerging technologies which raise a plethora of legal considerations, including privacy concerns, liability issues and intellectual property challenges. Gain expert insight into the legal issues anticipated to arise as these technologies continue to permeate our society.

4:35 pm Questions and Concluding Remarks

4:50 pm Program Concludes

Register at oba.org/institute2015

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