



IPIGRAM (13 NOVEMBER 2020)

## FEATURE POSTS



Photo by Burst on Unsplash

### Canada's IP Strategy: An Encouraging First Step

November 11, 2020 by Ryan Wong

[Canada's Intellectual Property \(IP\) Strategy](#) was introduced in 2018 to modernize its IP regime. Canada has divided the IP strategy into three buckets: IP Awareness, Education and Advice; Strategic IP Tools for Growth; and IP Legislation. The aim is to create an ecosystem that will encourage Canadian businesses to focus on and emphasize IP rights and protections. This, in turn, will hopefully allow Canada to compete more effectively in an increasingly global economy.

A modern IP regime is crucial not only for Canadian businesses, but is a significant consideration for the government as well. According to the [World Intellectual Property](#)

[Office \(WIPO\)](#), Canada ranks 17<sup>th</sup> overall in their 2020 Global Innovation Index (GII). This overall ranking results from Canada being ranked 9<sup>th</sup> for Innovation Inputs and 22<sup>nd</sup> for Innovation Outputs. This wide margin is concerning. It means that Canada's Innovation Inputs (i.e. investments in research, talent pools, market sophistications, etc.) are not efficiently translating into productive Innovation Outputs (i.e. knowledge creation, business and market growths, intangible assets, etc).

*Written by Ryan Wong, Osgoode JD Candidate, enrolled in Professors D'Agostino and Vaver 2020/2021 IP & Technology Law Intensive Program at Osgoode Hall Law School. As part of the course requirements, students were asked to write a blog on a topic of their choice.*

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## LATEST POSTS

### **Pharmaceutical Counterfeiting: What is it and Current Issues with IP Regulations**

November 12, 2020 by Khristoff Browning

Counterfeit goods are an age-old consequence of economic markets. These consequences are especially troubling when raising concerns about the delivery of prescription medicines that the public are presumed to trust. The [World Health Organization](#) (WHO) recognizes this. To improve the global supply chain's security, they have defined Pharmaceutical counterfeiting as [medicine that is deliberately and fraudulently mislabeled concerning the identity and/or source](#). Counterfeiting is not limited to either branded or generic products. It occurs in different fashions, such as the inclusion of wrong ingredients, deficiencies of active ingredients, and false packaging.

*Written by Khristoff Browning. Khristoff is a first year JD candidate at Osgoode Hall Law School. He is a contributing IPilogue editor and IP Innovation Clinic Fellow.*

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### **Inktober: Are Digital Artists Inked out?**

November 9, 2020 by Adele Zhang

For the last ten years, Inktober has been a highlight for many aspiring digital artists. However, a growing number of online content creators have begun to walk away from this annual tradition.

In 2009, Jake Parker, an online comic artist, began what is now known as “Inktober.” [Inktober](#) is a challenge for artists to draw and post one piece of art every day for the entire month of October. Its goal is to help online artists improve their artistic stamina, commitment, and skills. Inktober came about just as social media platforms like Deviant Art and Instagram began their surge in popularity among artistic content creators. Since then, this challenge has attracted thousands of participants across the globe, ranging from the most beginner artists to verified Instagram users.

*Written by Adele Zhang. Adele is a contributing IPilogue editor interested in the intersection between IP law and sports, and technology.*

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## Events

### Bracing for Impact Webinar Series – Cyber Challenges to Human Rights

1 December 2020

***Featuring Prof. Irwin Cotler, Former Minister of Justice and Attorney General of Canada***

This webinar is organized by IP Osgoode, in collaboration with the Harry Radzyner Law School at the IDC Herzliya in Israel and Microsoft Canada. The event is scheduled for Tuesday, December 1, 2020 from 12:00 pm to 2.00 pm (EST) and will take place virtually via Microsoft Teams.

The purpose of this webinar is to focus on the interrelationships of countries with technology companies in the areas of national security, the war on terror, and law enforcement. The webinar will host experts from government, academia, NGOs, and the private sector.

For more information and to register [please click here.](#)

### Is Canada on the Brink of an AI & Diagnostics Patent Rush?

2 December 2020

For more information and to register [please click here.](#)

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## IP Picks of the Week



Professor [David Vaver](#) has recently authored a paper on "[Good Faith in Canadian Trademark Applications](#)", which explores why the bar on bad faith applications was enacted and how it may work in practice. The paper is now available for download on [Osgoode Digital Commons](#) and the [Social Science Research Network](#).



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