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Odutola on Canadian Trademark Practice

Bayo Odutola, Karen Hansen, and Sylvie-Émanuelle Bourbonnais

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Odutola on Canadian Trademark Practice

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Get the information you need to effectively administer trademarks in Canada for both national applications and Madrid Protocol Designations. **Odutola on Canadian Trademark Practice** provides an insightful analysis of trademark law practice and procedure before the Canadian Trademarks Office and Trademarks Opposition Board. This three-volume looseleaf service is the most comprehensive resource of its kind.

Be informed about the Canadian legal landscape

Volume I covers both the substantive and procedural aspects of prosecuting a trademark application, effecting changes of title, perfecting security interests, and amending and renewing a registration.

Volumes II and III cover the fundamentals of trademark opposition practice, including the jurisdiction of the Trademarks Opposition Board as an administrative tribunal, evidentiary and pleading requirements, and the mechanics and strategies of trademark opposition and summary cancellation proceedings. The text is supported by extensive references to case law, statutes, annotated cross-references to the *Trademarks Act* and Regulations, Trademarks Office and Trademarks Opposition Board Practice Notices, and other source materials.

Build Better Business Strategies

Work more effectively with your Canadian counterparts on handling all aspects of trademark administration. **Odutola on Canadian Trademark Practice** is the only text that analyzes and clearly details the practice and procedure of the Canadian Trademarks Office and Trademarks Opposition Board with respect to filing, examination, post-advertisement, registration, and post-registration issues.

This resource includes:

- A comprehensive step-by-step analysis of trademark prosecution and opposition practice
- An overview on drafting and preparing trademark applications/request for public notice of official marks
- Summaries of prosecution before the Canadian Trademarks Office
- In-depth analysis and response to office actions
- Details on transferring and collateralizing trademarks
- Guidance on how to file and conduct trademark opposition proceedings
- Guidance on how to file and conduct summary cancellation proceedings (s. 45)
- Analysis of practice, procedural and substantive issues relating to the securitization and assignment of trademark applications or registrations

For legal practitioners, **Odutola on Canadian Trademark Practice** offers unique insights on the finer distinctions of Canadian TradeMarks Office and Opposition Board practice.



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About the Authors

OLLIP | Intellectual Property
& Technology Law

Bayo Odutola is a partner at Ollip P.C. Bayo has built a strong copyright (technology

licensing), trademark prosecution (acquisition, clearance and advice), and intellectual property litigation (Opposition Board, Federal Court and Federal Court of Appeal) practice. He has over 25 years of experience in all areas of trademark law. He represents or has represented individuals and business of all sizes, from Canada and elsewhere. His clients range from Juno and Academy Award winners and fashion designers to chemical companies, alcohol producers, and restaurants.

He is certified as a specialist in IP (Trademark/Copyright) Law by the Law Society of Ontario (LSO) and has served on LSO's Committee for the Certification of Specialists in Intellectual Property Law.

He is active in various intellectual property organizations, including the Intellectual Property Institute of Canada (IPIIC), International Trademark Association (INTA), MARQUES, Pharmaceutical Trademarks Group (PTMG) and the European Communities Trademark Association (ECTA).

Previously, he served as an Adjunct Professor of Law at the University of Ottawa.

He is a two term member of the Federal Judicial Advisory Committee (Ontario East & North) that evaluates all candidates seeking a federal judicial appointment.

His IP practice has been recognized by the Canadian Bar Association's *The National* Magazine (front cover feature). Also, Export Development Canada's *Exportwise* magazine has recognized his IP practice twice for its strength and focus on intellectual property export risk and insurance management.

Karen Hansen is a senior trademark agent at Ollip P.C. advising clients in all aspects of trademark prosecution, oppositions and cancellation (expungement) proceedings. She has over 30 years of experience in all areas of trademark law, including prosecution, licensing and oppositions. Her practice focuses on responding to challenging examiner's reports or provisional refusals. She is also an editor of *Brands Under Attack*.

Sylvie-Émanuelle Bourbonnais is an Ontario Justice of the Peace, formerly of the Ontario Bar, and former Senior Trademarks Examiner at the Canadian Intellectual Property Office. She was a contributing author to Volume I from 2005 to 2008.

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