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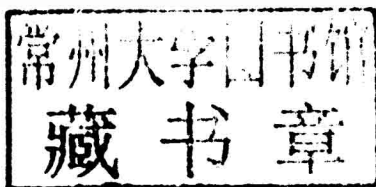
John S. McKeown

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Canadian Intellectual Property Law and Strategy

Trademarks, Copyright, and Industrial Designs

John S. McKeown



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About the Author

John S. McKeown is a practising lawyer in Toronto, Ontario, Canada. He focuses on providing advocacy and advice concerning intellectual property and related matters, including protecting trademarks, domain names, copyrights, patents, confidential information and misleading advertising and claims under the *Competition Act*. Some of Canada's largest marketers rely on his advice. He is certified by the Law Society of Upper Canada as a specialist in Intellectual Property Law (Trade Marks/Copyright).

Author's Note

This book has been written to explain to practitioners outside Canada how the Canadian legal system works for trademarks, copyright and industrial designs. A practical approach has been adopted and emphasis has been given to how these laws may be used strategically.

Chapters have also been included relating to actions for infringement since this is the type of information that is vital to enforcing rights.

As a practising lawyer and advocate, I have attempted to present the law in a clear and understandable fashion. The law is stated as of February, 2013.

I thank my wife and our sons for their patience while I worked on the text.

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