

Intellectual Property Week: Immaterial Law

12-16 September 2011
Faculty of Law, McGill University

This year, Intellectual Property will be out in public showing off! The Faculty of Law will host a number of activities over the week articulated under the vast theme of immaterial law in intellectual property (IP). Please join us.

IP Week is organized by the Center of Intellectual Property Policy (CIPP) of McGill University (<http://cipp.mcgill.ca/>).

On the program this year: meetings with practitioners, take-away exhibits, debates between academics, and a guest of honour!

Meet Practitioners

During the first half of the week, practitioners from large Montreal firms will come share their passion and experience practicing law in their respective realms of expertise in IP. We'll be hearing about trademarks over famous whiskeys and chocolates, property in virtual worlds, infringing Santa Clauses and patents over optical equipment.

Participate in debates

Come participate in academic debates featuring well-known thinkers in IP from Canada, the UK and the USA during three engaging and provocative seminars.

Clothesline Exhibits

There will be intellectual property hanging on clotheslines in the Atrium during the week. Early in the week, the works of **Albert Camus**, a French author who died in 1960, will be on display. His works have recently rolled into the public domain in Canada but not in France. Come grab your copy!

Next, the electro-psychedelic stylings of **Misteur Valaire**, a Quebec band that offers its work online for a voluntary donation, will be on display in the Atrium. CDs will be available to students for an amount of their choosing. How much will you pay for culture? Should we pay to maintain the public domain as was proposed by Victor Hugo?

Guest of Honour

Finally, on September 15, **Guillaume Déziel**, manager of Misteur Valaire, will be at the Faculty. He will be bringing a custom mixtape of Misteur Valaire material for McGill students, as well as giving a presentation on his innovative business model for the band. Don't miss this!

The CIPP, your hosts during the festivities, wishes you a smooth return to the world of intellectual property.

CALENDAR OF ACTIVITIES

Monday, 12 September 2011

Debate: “Intellectual Property and Virtue : The Good, the Bad and the Ugly”

(16:00 – 17:00, NCDH 200)

Professor **David Lametti** (McGill, CIPP) vs Professor **Pierre-Emmanuel Moyse** (McGill, CIPP)

Meet with Practitioners (Fasken Martineau)

(17:00 – 18:00, 6th floor NCDH)

Me **Jean-Philippe Mikus**, Partner – From Scotch to Social Networks: The Glamorous life of an IP lawyer

Me **Stéphane Gilker**, Partner – A Real Lawyer for a Virtual World

Cocktail: Perrier citron & rosé pamplemousse

Exhibit: “Camus is Dead, Long Live His Works!”

(All day, Atrium)

A writer-philosopher of the 20th century, Albert Camus met a sudden end in January 1960 amidst circumstances as obscure as they were tragic (*The Guardian*, <http://gu.com/p/3x3jk>). The majority of his works are now in the public domain in Canada, but not so in France, the author’s home country, where his works have another twenty years of protection. Recently, the Department of letters at UQAC posted some of his works online for free, causing consternation in France (*Libération*, <http://goo.gl/fsRQY>)

Tuesday, 13 September 2011

Meet with Practitioners (Smart & Biggar)

(17:00 – 18:00, 6th floor NCDH)

Me **Daniel Drapeau**, Partner – The Story of Santa Claus as Recounted by an IP Specialist

Exhibition – The Misteur Valaire Show!

(All day, Atrium)

Misteur Valaire (<http://mv.mu/>) is a hip Quebec electro-jazz band that has been distributing its music, since the release of their album *Friterday Night*, through a new economic model.

Take five 25-year old guys who’ve known each other since they were six, give them a trumpet, a saxophone, sequencers, percussions, turntables, a bass and a couple of keyboards, and you get Misteur Valaire (MV). MV’s style is neither electro nor hip-hop,

neither jazz nor rock. Rather, it's a wild mix that's got enough beat to make you dance all night! MV spreads a contagious energy and humour everywhere they go (See "Mojo Ego" on <http://youtu.be/1LZJv21N3PM>).

MV albums will be available in the Atrium: take one and pay whatever you want.

Wednesday, 14 September 2011

Exhibition – The Misteur Valaire Show!

(All day, Atrium)

Meet with Practitioners (Robic)

(16:30-17:30, 6th floor NCDH)

Me **Isabelle Girard**, Partner, Patent Agent, Physician – *Une pratique e(patent)*

Premiere of Misteur Valaire, a Refreshing Experience

(17:30-19:00, 6th floor NCDH)

With **Guillaume Déziel**, Manager of Misteur Valaire.

Cocktail: Perrier citron & rosé pamplemousse

Thursday, 15 September 2011

IP Scholars Live on Authorship and Co-authorship

(16:00-18:30, room 202 NCDH)

Professor **Lionel Bently** (Cambridge) vs Professor **Laura Biron** (Cambridge).

Friday, 16 September 2011

Presentation: Misteur Valaire - The Business Model of a Quebec Success Story

(13:00-14:30, room 201 NCDH)

Guillaume Déziel, Manager of Misteur Valaire.

Moderated by Professor **Tina Piper** (McGill, CIPP).

IP Deluxe – IP, Money and Luxury: Is IP only for the Rich?

(14:30-17:30, room 312-316 NCDH)

Professors **Barton Beebe** (NYU/Yale), **Stacey Dogan** (Boston U.), **Lionel Bently** (Cambridge) and **Dr Matteo Ferrari** (Trento)

Panel moderated by Professor **David Lametti** (McGill, CIPP).