

Ridout & Maybee LLP

CANADA'S INTELLECTUAL PROPERTY AND TECHNOLOGY LAW FIRM

Bright minds protecting bright ideas since 1893

Changes to Canadian Trademark Legislation

KEY TAKEAWAYS – Our immediate suggestions and actions to take

- **File New Applications** and particularly multi-class applications before June 17, 2019
 - Cost: Now \$250 vs. After \$330 (\$100 for each additional class)
- **For Pending Allowed Apps**
 - If allowed and use is solid; pay registration fee now (get 15 year term)
 - If no use or use tenuous, wait until after June 17, 2019 and simply pay registration fee (no DOU needed, but 10 year term)
- **Renew registrations** before June 17, 2019
 - Renew now regardless of when due.
 - Cost: Now \$350 vs. After \$400 (\$125 for each additional class)
- **Voluntarily classify now** to avoid requisition to do so
- **File to protect key brands in Canada (Trolls are already active)**
- **Consider watch services** for key brands in Canada
- **Madrid** – Will alert you when Canada becomes available for Madrid designation (3 months from deposit of Accession instrument)

[Click here](#) to visit our website for further information and contact us to discuss a specific strategy for your trademark portfolio.

