

BRAND MANAGEMENT IN CANADIAN LAW*

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The back cover of the last written work by John S. McKeown rightfully states that it is an “indispensable legal text for anyone involved in brand management”.

It has been well divided in a way that takes into consideration all the aspects of a brand’s life, from both legal and commercial standpoints. This is shown, for instance, in the nine chapters of table of contents, which deserve to appear here:

1. The Brand
2. Selecting a Brand Name
3. Branding on the Internet
4. Protecting Brand Names – Registration
5. Protecting Brand Names – Enforcement
6. Protecting Product Shape and Appearance

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* McKeown (John), *Brand Management in Canadian Law* (Toronto, Thomson/Carswell, 2004), 264 p.; ISBN 0-459-24156-7.

** Lawyer and trademark agent, Laurent Carrière is one of the senior partners in LEGER ROBIC RICHARD, L.L.P., a multidisciplinary firm of lawyers, and patent and trademark agents. Translation by Carswell of the Book review published in French in the October 2005 issue of Cahiers de Propriété intellectuelle - 17-3 CPI. Publication 276.048E.

7. Protecting Product Packaging

8. Protecting Brand Advertising

9. Developing Effective Brand Management Policies.

One should note that each of these chapters ends with a summary as well as a check list. Written in a simple and direct manner, which is often found lacking in law books intended for specialists, *Brand Management in Canadian Law* is a must have for corporate management of trademarks.

Clear language does not mean trivialities, as each of the assertions in this book is justified by one of the 1038 included footnotes, which, by the way, do not make reading this well-written book any less enjoyable.

With all the "how to" books that abound in the publishing world, one should particularly note the practical manner and thoroughness in which the subjects are addressed.

One should particularly note the significance given to protection and use of the trademark once it has been registered. More than half of the book covers that subject.

There is also the systematic and ordered approach followed, which does not forget any subject (dual protection, comparative advertising, false advertising, branding and advertising, cybernetics consideration, etc.). This book should have a place in the libraries of those who work in marketing and merchandising as well as in the libraries of those who work in advertising and trademarks law.