

TRADEMARK TROLLS, INCREASED COSTS, & INTERNATIONAL FILING



What you need to know about the Canadian trademark law changes

On June 17, 2019, Canadian trademark laws will be changing in order to adopt the “Nice Classification” system. This international goods and services classification system will put Canada in line with other member countries, but if you’re thinking about applying for or renewing your trademark, you may want to do so before the change takes effect.

Costs are increasing

The Nice Classification system operates on a fee per class basis, so fee for filing a trademark application is increasing from a flat \$250 CAD to \$330 CAD for the first class and \$100 CAD for each additional class.

Renewal fees will also rise from \$350 CAD to \$400 CAD for the first class and \$125 for every additional class.

Trademark trolls

Since trademark applicants will no longer have to provide the date on which they first used their trademark, it will be easier for “trademark trolls” to register your trademark. This may be to use it against you or your business in an exploitative fashion and could result in costly litigation.

What does this mean for you?

With increasing costs and potential trademark “theft,” it’s a good idea to look into applying for or renewing your trademark before June 17.

If you have any questions on this issue, be sure to contact a qualified legal representative.

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