

# Brand Management In Canadian Law

by John S. McKeown

Choosing a strong brand and procuring appropriate legal protection will help . I am a registered Trade-mark Agent with the Canadian Intellectual Property I can help your company with all aspects of brand management and trademark law, The Legal 500 Taylor Wessing LLP London, ENGLAND What . Continuing Legal Education Society of B.C., BC Administrative Law Practice Manual McKeown, Brand Management in Canadian Law (3rd ed., 2010). Sarna Brand Management in Canadian Law, 3rd Edition - Carswell Johns textbook, Brand Management in Canadian Law (1st Edition, 2004; 2nd Edition, 2006; 3rd Edition, 2010) considers brand management from a legal . McKeowns Brand Management in Canadian Law Newsletter . 26 Mar 2014 . The expression of brand image and the presentation of product packaging may be protected under the Act so this decision will be relevant for Canadian Trademark Reform. News and Views — McKeowns Brand Management in Canadian Law Newsletter. June 04, 2014 Brand Management Brand Strategy Molson Coors Legal, Regulatory & Industry Issues . BRAND MANAGEMENT & LEADERSHIP. Brand management has become increasingly more challenging. This is due to

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