



RICHARDS
BUELL
SUTTON^{LLP}
Established in 1871

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DO YOU OWN YOUR NAME?

By: Tamara Huculak

Protecting your own name as a trademark may be harder than you think. Many well-known and valuable brands stem from personal names like Celine Dion, Taylor Swift and Terry Fox, which have all registered their names as a trademark in Canada. However, protecting a brand that is a word or words that are primarily the name or surname of an individual who is living or who has died, within the preceding thirty years, can prove to be difficult in Canada.

Read Tamara Huculak's article published in CBABC's BarTalk here: <https://bit.ly/3uvh7PK>



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