



# Startup Law 101: Seminar Agenda

April 17, 2018  
The MaRS Collaboration Centre  
(MaRS Discovery Centre, South Tower)  
101 College Street, Toronto

Time	Topic	Panellists
9:00-9:10	Welcome	Catherine Lovrics Bereskin & Parr LLP
<b>Forming your business</b>		
9:10-9:20	Organizing your business <ul style="list-style-type: none"><li>• What's the difference between operating as a sole proprietorship, partnerships and corporation</li><li>• Tax implications</li></ul>	Millie Bojic, Wildeboer Dellelce LLP
9:20-9:30	Corporations in focus <ul style="list-style-type: none"><li>• Why, where and how to incorporate?</li><li>• Key considerations share capital, directors and officers</li><li>• Key requirements to maintain your corporation?</li><li>• Considerations when forming the Board, and director and officer liability</li></ul>	Al Wiens, Wildeboer Dellelce LLP
9:30-9:35	Discussion	
9:35-9:45	Networking break	
<b>Raising money and dealing with investors</b>		
9:45-9:55	Legal considerations when raising capital <ul style="list-style-type: none"><li>• Debt vs. equity, and hybrids</li><li>• Issuing securities</li><li>• When do you need a prospectus? The exemptions</li></ul>	Al Wiens, Wildeboer Dellelce LLP
9:55-10:05	Legal considerations for crowdsourcing and sweat equity? <ul style="list-style-type: none"><li>• The crowdfunding exemption</li><li>• Common terms in sweat equity arrangements</li></ul>	Jeff Klam, Caravel Law
10:05-10:20	Shareholder agreements <ul style="list-style-type: none"><li>• Parties, purpose and types</li><li>• Common provisions</li></ul>	Rory Cattanach, Wildeboer Dellelce LLP
10:20-10:30	Discussion	
10:30-10:40	Networking break	
<b>Hiring staff and consultants</b>		
10:40-10:55	Staffing up: employment agreements <ul style="list-style-type: none"><li>• Employees vs. independent contractors</li><li>• Employment standards and statutory entitlements</li><li>• Key considerations for employment contracts</li><li>• Workplace policies and procedures</li><li>• Human rights issues</li></ul>	Deborah Hudson, Turnpenney Milne LLP

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10:55-11:05	Hiring consultants <ul style="list-style-type: none"> <li>• Key terms for the consulting agreements and master service agreements</li> </ul>	Victor Krichker & Paul Horbal, Bereskin & Parr LLP
11:05-11:15	Discussion	
11:15-11:25	Networking break	
<b>Dealing with consumers</b>		
11:25-11:40	Marketing & advertising <ul style="list-style-type: none"> <li>• Golden rules for advertising &amp; claim substantiation</li> <li>• Comparative advertising, price promotions, sales and discounts, and contests</li> <li>• Identifying regulated product categories</li> <li>• Key considerations for email and online marketing</li> </ul>	Jennifer McKenzie, Bereskin & Parr LLP
11:40-11:50	Privacy <ul style="list-style-type: none"> <li>• Golden rules for handling personal information</li> <li>• Key considerations for a privacy policy and disclosures</li> <li>• Cybersecurity &amp; breaches</li> </ul>	Amanda Branch, Bereskin & Parr LLP
11:50-12:00	Terms of Use <ul style="list-style-type: none"> <li>• Key terms</li> <li>• User generated content and acceptable use and takedown policies</li> </ul>	Tamara Winegust, Bereskin & Parr LLP
12:00-12:05	Defamation <ul style="list-style-type: none"> <li>• Key guidance on defamation and internet defamation risks</li> <li>• Crisis management and reputational damages - intersection between public relations and law</li> </ul>	Tae Mee Park, Bersenas Jacobsen Chouest Thomson Blackburn LLP
12:05-12:10	Discussion	
<b>Lunch</b> Keynote & panel discussion <b>Funding startups and insights for startup success</b>		
12:15-1:45	<b>KEYNOTE: Anthony Lacavera, Chairman, Globalive</b>	
12:45-1:45	Startup funding insights: a panel discussion Michael Bradley, Co-Founder, SB2 Group, FutureVault, Spacefy Sam Haffar, Partner, Real Ventures Oscar Jofre Jr., Co-Founder, President & CEO of KoreConX Dr. Geordie Stewart, Startup Advisor and Consultant	
1:45-2:00	Networking break	
<b>Intellectual property: trademarks, copyrights, designs and trade secrets</b>		
2:00-2:10	Trademarks <ul style="list-style-type: none"> <li>• Searching and clearance</li> <li>• Protecting your mark</li> <li>• Registration process</li> <li>• Enforcement considerations</li> </ul>	Sharyn Costin, Bereskin & Parr LLP

Time	Topic	Panellists
2:10-2:20	Copyrights <ul style="list-style-type: none"> <li>• Protectible subject matter</li> <li>• Title</li> <li>• Clearance issues</li> <li>• Benefits of registration</li> <li>• Moral rights</li> <li>• Enforcement considerations</li> </ul>	Jill Tonus, Bereskin & Parr LLP
2:20-2:30	Design protection (industrial designs and design patents) <ul style="list-style-type: none"> <li>• What can be protected</li> <li>• Novelty and originality</li> <li>• Registration process</li> </ul>	Jason Hynes Bereskin & Parr LLP
2:30-2:40	Confidential information <ul style="list-style-type: none"> <li>• Trade secrets</li> <li>• Non-disclosure agreements</li> <li>• Key considerations for employees, consultants and R&amp;D collaborations</li> <li>• Enforcement</li> </ul>	Noel Courage, Bereskin & Parr LLP
2:40-2:50	Discussion	
2:50-3:00	Networking break	
<b>Intellectual property: patent protection</b>		
3:00-3:05	Introduction to patents <ul style="list-style-type: none"> <li>• Trade secret vs. patent protection</li> <li>• Requirements for patentable invention</li> <li>• The patenting process</li> <li>• Freedom to operate</li> </ul>	Laurence MacPhie, Bereskin & Parr LLP
3:05-3:20	Patent protection for engineering and technology startups <ul style="list-style-type: none"> <li>• Subject matter considerations for computer-implemented inventions</li> <li>• Filing considerations</li> <li>• Working with your Patent Lawyer</li> </ul>	Bhupinder Randhawa and Joanna Ma, Bereskin & Parr LLP
3:20-3:30	Patent protection for biotechnology startups <ul style="list-style-type: none"> <li>• Subject matter considerations for biotech</li> <li>• Filing considerations</li> </ul>	Carmela De Luca, Bereskin & Parr LLP
3:30-3:40	Discussion	
3:40-3:50	Networking break	
<b>The exit</b>		
3:50-4:00	Legal considerations for exits: intellectual property due diligence <ul style="list-style-type: none"> <li>• 6 basic steps of IP due diligence</li> <li>• Buyer vs. seller due diligence considerations</li> </ul>	Isi Caulder, Bereskin & Parr LLP
4:00-4:15	Legal considerations for exits: liquidity events <ul style="list-style-type: none"> <li>• Asset vs. share sale; change of control and earn-out</li> <li>• Mergers &amp; amalgamations</li> <li>• IPO &amp; reverse-takeovers</li> </ul>	Rory Cattnach, Wildeboer Dellelce LLP
4:15-4:30	Discussion	
4:30-6:00	Closing remarks, followed by Book Launch Cocktail Reception and an opportunity to meet and greet the authors.	