

# **Margot E. Patterson**

**Counsel at Dentons Canada LLP**

Ottawa, ON, CA

A Law Society of Upper Canada Certified Specialist in copyright who can discuss all aspects of this hot topic.

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## **Description**

Margot is Counsel with Dentons Canada's Ottawa office and practises with Dentons' Intellectual Property, Communications Law, Competition Law, and Entertainment | Sports | Media Practice Groups. She provides advertising and marketing advice to a broad range of clients in relation to broadcast, print, and online media.

Designated by the Law Society of Upper Canada as a Certified Specialist in copyright, Margot is formally recognized as a leader in this specialized field. She regularly advises clients on licences for the acquisition and use of copyright-protected content. She represents clients before the Copyright Board of Canada, and has acted as an expert advisor to international broadcasting groups on the Canadian copyright system.

Within her practice, Margot also advises on compliance with Canada's Anti-Spam (CASL) and Privacy laws. Canadian and U.S. clients include businesses in the telecommunications, technology, electronics, gaming, retail, and advertising and marketing industries. She provides practical solutions to ensure that contracts, customer service standards and policies are CASL and privacy law compliant.

In 2012, Margot was recommended by The Best Lawyers in Canada as one of Canada's leading lawyers in the area of Communications Law. Her communications law practice is focused on helping her clients navigate the licensing rules and regulatory requirements of the Canadian Radio-television and Telecommunications Commission (CRTC). She works with Canadian and foreign broadcasters to structure the commercial agreements they require to ensure regulatory compliance and successfully launch and operate services in Canada.

Before joining Dentons, Margot was General Counsel and Vice-President, Legal Affairs for the Canadian Association of Broadcasters (CAB).

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## **Availability**

Keynote, Moderator, Panelist

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## **Industry Expertise**

Legal Services, Internet, Media - Broadcast, Media - Online, Public Policy, Advertising/Marketing, Entertainment

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## **Topics**

Intellectual Property, Copyright, Crtc Applications, Media & Entertainment Law, Anti-Spam, Privacy Law

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## Affiliations

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### Sample Talks

#### **Vertical Integration: Does Canada now have Too Much Media Concentration?**

Over the last couple of years, Canada's largest telecommunications companies have consolidated their control of the major broadcasting companies in the country. The creation of these very large, vertically integrated conglomerates raises significant policy questions. Most of them want to be able to exploit their content exclusively for their own purposes, while the non-vertically integrated companies are categorically opposed to this. This workshop will review the telecom industry in Canada.

#### **The Copyright Modernization Act: Canada's™s new rights and rules**

The Copyright Modernization Act has been the subject of a great deal of attention and debate over issues such as "digital locks", "users'™ rights", and whether and how Canada is keeping up with other countries in protecting copyright. In this presentation, Margot will explore a number of the key amendments and their potential impact on creators and users of music, audio•visual, print, artistic, and other works.

#### **Copyright and the Digital Economy**

Users rights vs. rights holders. Digital locks. Format shifting. Fair dealing. Retransmission. Notice and notice. Making available vs. communication to the public. Geo-blocking and domestic licensing. "iPod taxes" and "SIM card levies." As Parliament moves forward with its fourth attempt at updating Canada's copyright legislation, this presentation examines the impact Bill C-11 would have on competition and innovation within Canada's digital economy, over the next few years.

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### Past Talks

#### **In-House Counsel and the New Era of Compliance Liability**

CCCA National Spring Conference

#### **Vertical Integration: Does Canada now have Too Much Media Concentration?**

8th Annual Telecommunications Forum

#### **Copyright Update 2012**

Invest Ottawa: 45th Circuit Legal Forum

#### **New Developments in Communications Law and Policy**

16th Biennial National Conference: New Developments in Communications Law and Policy

#### **Panel Moderator: Copyright and the Digital Economy**

Competition, Innovation and Applications: Towards a Digital Economy for Canada

#### **Key Legal Issues Affecting Associations**

FMC Seminar Series

## **Convergence or Collision? The New All-Things-Video Reality**

Association of Canadian Advertisers Conference – Marketing and the Law: Negotiating the Minefield

## **Anti-Spam 101: Risks and Implications for Businesses**

FMC National Webinar

## **Privacy and Anti-Spam Issues**

2011 Risk Management Society (RIMS) Canada Conference

## **Allocating Risks in the Cloud: Copyright Law**

2nd Cloud Computing Law Course, Federated Press

## **Bill C-32: ISP Liability and the Role of Intermediaries in Enforcing the Copyright Act**

Rights and Copyright - Bringing Canada into the 21st Century, Insight Conference

## **Panel Moderator: The Over-the-Air Digital Transition – New Developments**

15th Biennial National Conference – New Developments in Communications Law and Policy

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## **Education**

### **McGill University**

LL.B. Comparative Law

### **Queen’s University School of Policy Studies**

Master of Public Administration Management, Industry Regulation

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## **Accomplishments**

### **Board of Directors – Canadian Women in Communications**

Canadian Women in Communications (CWC) raises the profile of women working in the communications and technology sectors through a number of benefits, services and awards, a national mentoring program, local and national events, professional development, high-profile initiatives like Women on Boards and through strong partnerships with government agencies, industry corporations and other associations.

### **Leading Practitioner – Communications Law**

In 2012, Margot was recommended by The Best Lawyers in Canada as one of Canada's leading lawyers in the area of Communications Law.

### **Counsel – Dentons Canada LLP**

Dentons is a global firm driven to provide you with the competitive edge in an increasingly complex and interconnected marketplace. We were formed by the March 2013 combination of international law firm Salans LLP, Canadian law firm Fraser Milner Casgrain LLP (FMC) and international law firm SNR Denton.

**Mentor â€™ Canadian Women in Communications/Shaw Media Mentorship Program**

Mentoring is a career development essential! Mentors help develop leadership skills, work with you to define your goals and develop strategies for reaching them. A mentor can also be an invaluable sounding board to help you navigate todayâ€™s increasingly complex workplace. The CWC/Shaw Media Mentorship Program can match you with a senior member of the communications and/or technology sectors for one year of personalized coaching, counsel and leadership development.

**Mentor â€™ University of Ottawa Legal Links and Bridges Program**

Legal Links & Bridges (LL&B) has been one of the most developed mentoring programs in the country since its launch in 1997. LL&B provides students the opportunity to interact with members of the legal community through mentoring. The program pairs first-year law students with members of the legal community, providing students with the opportunity to connect with lawyers with similar legal and non-legal interests.

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