

Protect Your Intellectual Property in Cross-Border Distributor Relationships

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by Christopher L. Doerksen

Canadian manufacturers who sell products through U.S. distributors should ensure that they take appropriate action to establish their U.S. intellectual property rights, and to deal clearly with those rights in their cross-border distribution agreements. In a [recent post](#) on Dorsey's IP blog, [The TMCA](#), Sandra Edelman discusses the difficulties encountered by Coverttech Fabricating, a Canadian manufacturer of protective packaging and reflective insulation, in establishing that it was the rightful owner of the trademarks in its branded products, not its U.S. distributor. Read her analysis of the recent court decision here: thetmca.com/who-owns-that-trademark-the-manufacturer-or-the-exclusive-distributor/

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