

# Save the Date: Preparing for Canada's New Trademark Regime coming into Force on June 17, 2019

November 15, 2018

Since Bill C-31 was enacted in 2014, Canada has been reforming its trademark regime in an effort to harmonize Canadian trademark law with a number of international treaties. On November 14, 2018, the new Trademark Regulations were published in the Canada Gazette Part II, revealing that Canada's new trademark regime is set to be in force on June 17, 2019.

## Highlights

The coming into force of the new legislation will significantly alter Canada's trademark registration process and bring about a number of changes to oppositions and Section 45 (non-use expungement) proceedings. The key changes include:

- Removal of the requirement to provide a basis for registration in a trademark application;
- Elimination of the requirement that a trademark be in use before registration (e.g., Declaration of Use no longer required);
- Reduction of term of protection from 15 years to 10 years;
- Requirement to classify goods and services in accordance with the Nice classification system (the requirement to describe goods and services in ordinary commercial terms remains);
- Introduction of a class-based government fee structure at filing and renewal;
- Expansion of the definition of "trademark" to include non-traditional marks such as colour, smell, taste, position and moving images;
- Ability to divide applications and registrations;
- Introduction of letters of protest which can be filed and considered by an Examiner during examination;
- Changes to opposition and Section 45 proceedings;
- Accession to the Madrid Protocol.

## Contact Us

If you have any questions about the upcoming changes, please contact a member of BLG's Trademark Group.

Expertise

[Intellectual Property](#), [Trademarks](#)

---

## **BLG | Canada's Law Firm**

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 725 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

[blg.com](http://blg.com)

### **BLG Offices**

#### **Calgary**

Centennial Place, East Tower  
520 3rd Avenue S.W.  
Calgary, AB, Canada  
T2P 0R3

T 403.232.9500  
F 403.266.1395

#### **Ottawa**

World Exchange Plaza  
100 Queen Street  
Ottawa, ON, Canada  
K1P 1J9

T 613.237.5160  
F 613.230.8842

#### **Vancouver**

1200 Waterfront Centre  
200 Burrard Street  
Vancouver, BC, Canada  
V7X 1T2

T 604.687.5744  
F 604.687.1415

#### **Montréal**

1000 De La Gauchetière Street West  
Suite 900  
Montréal, QC, Canada  
H3B 5H4

T 514.954.2555  
F 514.879.9015

#### **Toronto**

Bay Adelaide Centre, East Tower  
22 Adelaide Street West  
Toronto, ON, Canada  
M5H 4E3

T 416.367.6000  
F 416.367.6749

The information contained herein is of a general nature and is not intended to constitute legal advice, a complete statement of the law, or an opinion on any subject. No one should act upon it or refrain from acting without a thorough examination of the law after the facts of a specific situation are considered. You are urged to consult your legal adviser in cases of specific questions or concerns. BLG does not warrant or guarantee the accuracy, currency or completeness of this publication. No part of this publication may be reproduced without prior written permission of Borden Ladner Gervais LLP. If this publication was sent to you by BLG and you do not wish to receive further publications from BLG, you may ask to remove your contact information from our mailing lists by emailing [unsubscribe@blg.com](mailto:unsubscribe@blg.com) or manage your subscription preferences at [blg.com/MyPreferences](http://blg.com/MyPreferences). If you feel you have received this message in error please contact [communications@blg.com](mailto:communications@blg.com). BLG's privacy policy for publications may be found at [blg.com/en/privacy](http://blg.com/en/privacy).

© 2025 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.