

# Webinar - 2026 IP Symposium | Intellectual Property and E-Commerce: Protection, Action, Performance

March 24, 2026

**Are you well-equipped to navigate the world of e-commerce, optimize your positioning, and avoid infringement problems?**

In this constantly changing context, Lavery invites you to its annual intellectual property symposium: a strategic morning event designed to provide practical answers that apply directly to today's business realities.

**WHEN** : April 22, 2026, from 9:00 a.m. to 11:30 a.m.

## Speakers

The panels will be moderated by [Alain Y. Dussault](#)

### **Panel 1 – Online Protection Mechanisms and Taking Action**

[Myriam Brixi](#), [James Duffy](#) and [Isabelle Jomphe](#)

### **Panel 2 – Software and Online Commerce: Patents, Interfaces, Protection Strategies and Related Contracts**

[Eric Lavallée](#) and [Benoit Yelle](#)

## Program

The proliferation of online sales platforms, the rise of “marketplaces,” and the acceleration of cross-border trade are creating market opportunities that warrant a thorough review of intellectual property rights protection strategies.

How can you effectively structure your IP protection to support online growth?

How can you quickly remove a counterfeit product from online sales channels or social media?  
What leverage is available in terms of copyright, trademarks and customs interventions?  
How can you protect the software innovation at the heart of digital platforms such as applications, software as a service, e-commerce channels, and optimization and automation tools?  
How can you protect the user interface and customer experience of your online sales platforms?  
What are the risks associated with the *Consumer Protection Act* in a digital environment?  
What types of contracts should you consider for your online sales model?

**9:00 a.m. to 10:15 a.m.**

## Panel 1 – Online Protection Mechanisms and Taking Action

The first discussion will outline the different online business models and typical examples of infringement, and then identify the legal tools to effectively defend intellectual property rights in a digital environment. Participants will see how to plan an effective strategy for taking action against infringement and communicate with major online commerce platforms to obtain the rapid removal of counterfeit products or content, relying in particular on the international registration of trademarks and copyrights. The speakers will discuss the measures available through customs authorities to reduce the risks of importing counterfeit products.

The panel will also analyze consumer protection issues in e-commerce. With digital transactions taking centre stage, companies must reconcile online growth with regulatory compliance. The specific legal risks associated with online sales and best practices for managing them will be addressed in a pragmatic way.

Presented by Isabelle Jomphe, James Duffy and Myriam Bixi  
Panel moderated by Alain Dussault

**10:30 a.m. to 11:30 p.m.**

## Panel 2 – Software and Online Commerce: Patents, Interfaces, Protection Strategies and Related Contracts

This discussion will focus on practical ways to protect the software innovation at the core of digital platforms such as applications, software as a service, e-commerce channels, and optimization and automation tools. Participants will learn about the cases where a software, a key feature, a technical process or a computer-implemented method can be patented (and under what conditions), as well as filing strategies to maximize the value of a portfolio, while taking the pace of technological development into account.

The panel will also address the protection of the user interface and user experience, as well as visual elements that support the customer journey. How should you combine copyright, industrial designs and trademarks in different circumstances? How does one assess the risks when using or drawing inspiration from templates, component libraries, style guides, or AI-based tools?

Lastly, the speakers will discuss the different types of contracts and policies underlying e-commerce, depending on the business model envisaged, as well as the blind spots to avoid.

Presented by Benoit Yelle and Eric Lavallée  
Panel moderated by Alain Dussault