

Executive Responsible:	Vice President, General Counsel & Corporate Secretary
Applies to:	All Employees
Policy Number:	CAI – 002

PURPOSE

To establish guidelines for the recognition, registration and maintenance of Manitoba Liquor and Lotteries Corporation (the Corporation) official marks, trademarks, copyrights and patents, and for confirming the Corporation does not infringe upon existing official marks, trademarks, copyrights or patents.

STATEMENTS

Official Marks, Trademarks, Copyrights and Patents

1. Official marks, trademarks, copyrights and patents are considered intellectual property and are vital to the protection of the Corporation’s corporate identity. They help preserve the reputation and integrity of the Corporation, the goods and services it provides, reduce market confusion with other organizations and protect intellectual property from being misused by other parties.
2. The Office of the Corporate Secretary (the Office) is responsible for processing and monitoring all official marks, trademarks, copyrights and patents including:
 - 2.1 Attending or arranging intellectual property searches, registrations, process requests and monitoring all the Corporation’s official marks, trademarks, copyrights and patents.
 - 2.2 Providing or arranging any legal services that may be required and monitoring expiry dates.
 - 2.3 Ensuring all official marks, trademarks, copyrights and patents registered under the Corporation are reviewed on a regular basis to ensure they are still relevant and required.
3. The Corporation may register any appropriate intellectual property including:
 - Corporate slogans, logos, taglines and designs that portray the corporate image.
 - Facility names.
 - Advertised business name or unit entities that depict intellectual property.
 - Similar/historical names related to heritage Manitoba Liquor and Lotteries Corporation entities.

- Games or products specifically designed by the Corporation.
 - Original written publications and guides, including promotional material.
4. Where the Office registers intellectual property, it will include any text that is deemed informational in both French and English. This includes, but is not limited to, the Corporation logo and slogans.
 5. The Office may assign or transfer intellectual property to another party with properly filed documentation and notification to the Canadian Intellectual Property Office.
 6. The Office may license or provide consent to an external organization to use the Corporation's official marks, trademarks, copyrights or patents in a fashion not related to the Corporation's business lines.
 7. Use of the Corporation's intellectual property by a third party must be approved by the Office prior to being published.
 8. In the event employees believe an official mark, trademark, copyright or patent has been infringed, they are to notify the Office.

Prohibition on Infringing Intellectual Property

9. In an effort to ensure the Corporation does not infringe upon existing official marks, trademarks, copyrights or patents belonging to third parties, all divisions/ units producing Corporation materials for internal or public consumption must ensure the materials do not contain images/materials that infringe on a third party's intellectual property including images/materials protected through registration, or to copy existing written works and publish them as the Corporation's works.
 - 9.1 Materials can include but are not limited to: logos, slogans, designs, games, product, promotion names, promotional materials etc.

DEFINITIONS

Copyright – Literary, artistic, dramatic or musical works such as written publications, website content, performances and sound recordings.

Intellectual Property – Creations of the mind for which exclusive legal rights are recognized. Intellectual property includes official marks, trademarks, copyrights or patents.

Official Mark – Trademarks (logos, designs, names and slogans) used and registered by public authorities in Canada, such as the Manitoba Liquor and Lotteries Corporation and the Government of Manitoba.

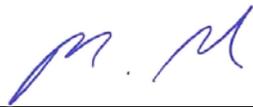
Patent – Is a grant issued by the Canadian Intellectual Property Office for an invention.

Trademark – A body of work, a symbol or a design (or a combination of these features such as a company’s logo), used to distinguish the products or services of a person or organization from the products and services of others in the marketplace.

REFERENCES

[Canadian Intellectual Property Office](#)
[French Language Services Policy](#)
[Trademarks Act](#)

APPROVED



President & CEO

Dec. 14, 2021

Date