

365 Bay Street, 2nd Floor Phone: 416-703-5716
Toronto, ON M5H 2V1 Fax : 416-703-6180
pjones@jonesco-law.ca Cell : 416-670-6889

Paul D. Jones

Curriculum Vitae

Summary of Qualifications

- Broadly based expertise and experience in issues relative to the international licensing and distribution of goods and services.
- Practical experience in the application of international legal developments to resolve problems in privacy and technology law.
- Proven ability to successfully resolve new issues arising out of technological developments.

Education

1986 **LAW SOCIETY OF UPPER CANADA**, Toronto

- Completion of Bar Admission Course in 1986.
- Called to the Bar of Ontario in 1986.

1984 **UNIVERSITY OF TORONTO**, Faculty of Law, LLB

- Research Assistant to Professors J. Robert S. Prichard and Michael Trebilcock

1973 **UNIVERSITY OF TORONTO**, Faculty of Arts and Science, Master of Arts

- Department of Anthropology

1972 **UNIVERSITY OF BRITISH COLUMBIA**, Bachelor of Arts

- Major in Anthropology
- 1st Class Honours

Legal Experience

2004 – To date. **JONES & CO.** Founded own firm to focus on national and international distribution and licensing of goods and services, particularly for clients in global markets.

Intellectual Property Matters

- Advise on domestic and international trade-mark applications and registrations.
- Handle domestic and international disputes, oppositions, actions for expungement or infringement, and licensing matters.
- Assist clients in locating and halting the distribution of counterfeit goods in Canada
- Assisted a pharmaceutical client on a successful appeal to the Supreme Court of Canada on interpretation of patent rights.

- Advise Canadian and American clients on setting up of international e-commerce web sites and domain names.

Franchising, Licensing and Distribution Matters

- Develop franchise systems for clients.
- Prepare disclosure documents and franchise agreements and negotiate relationship issues.
- Prepare technology license agreements
- Consulted by the Government of Ontario during the preparation of its Franchise Legislation and participated in the consultations that led to the *Alberta Franchises Act 1995*.
- Member of an Ontario Bar Association Task Force developing amendments to the franchise disclosure regulations.
- Advise Canadian, American and European clients on cross border and international expansion and disputes

Privacy Matters

- Provide advice to clients on compliance with Canada's *Personal Information Protection and Electronic Documents Act* and the various provincial laws.
- Advised an American client on privacy compliance in 16 countries, and assisted with compliance for marketing studies on medical devices for multinational manufacturers in 10 countries.
- Represent clients in proceedings with the Information and Privacy Commissioner of Ontario under the *Freedom of Information and Protection of Privacy Act*.
- Advise clients on personality rights and photography issues.
- Advise Canadian clients on privacy issues arising out of their operations in the United States.

Competition and Regulated Services Matters

- Have advised clients in several disputes regarding intellectual property rights and competition law.
- Advise clients on distribution, pricing and marketing practices and *Competition Act* provisions in general.
- Obtained the first internet liquor licence in Ontario.
- Successfully obtained amendments to the Regulations under the *Liquor Licence Act* for a client's stadium.

Employment

1996-2004 **MILLER THOMSON LLP**, Toronto, Associate Counsel, Intellectual Property, Privacy, Franchising and Distribution, and Competition Law

1995 - 1996 **BAKER & JANSSEN** (later **JANSSEN & ASSOCIATES**), Independent Counsel - Franchising, Intellectual Property and Competition Law

1986 - 1995 **MACAULAY, CHUSID & FRIEDMAN** (later **CHUSID AND FRIEDMAN**) - Corporate Commercial Lawyer with the emphasis on Franchising and Intellectual Property

Publications and Presentations

- Bouchard, R.A. Cahoy, D., Domeij, B., Dutfield, G., Faunce, T., Hollis, A., Jones, P., Ali Khader, F., Lexchin, J., Nam, H., & Serrano, J.L. Global Pharmaceutical Linkage Regulations: A Consortium Framework. *Minnesota Journal of Law, Science & Technology*. 12(2): 1-30. 2011.
- Elizabeth Chien-Hale and Paul Jones, “Is China Still Open for Business? Indigenous Innovation and Other Policies: A Discussion - 中国商业是否继续开放? 自主创新及其他方针政策,” Presentation to a workshop at the Licensing Executives Society Annual Meeting, Chicago, September 28, 2010.
- Luciana Bassani (Brasil), Claudia Cruz (Portugal), Paul Jones (Canada – Expert for China), Patrick Lindgren (Finland), Anders Thylin (Sweden), Carl Zwisler (Chair – U.S.A.), Panel on the Effectiveness of Control of the Location in the Context of Franchising, **NEW ISSUES IN INTERNATIONAL DISTRIBUTION: 2010 ANNUAL MEETING OF THE INTERNATIONAL DISTRIBUTION INSTITUTE**, Torino, Italy, June 12, 2010.
- “Chinese Legal Issues for Beginners - 中国法制问题简介,” presentation for the Canada China Business Council, Calgary and Saskatoon, March 1 & 2, 2010.
- Eduardo Benavides (Peru), Christine Castellano (Moderator – U.S.A.) Poorvi Chothani (India), Susanna Fuchsbrunner (Germany), Alan Gutterman (U.S.A.), Bruce Horowitz (Ecuador), Paul Jones (Canada), and Salli Swartz (France), “A 'Round the World Tour: Sales Agency and Distribution Relationships,” ABA Teleconference Presentation and paper on “China and Russia: The Legal Environment,” February 19, 2010.
- Paul Jones (Moderator), Anastasia Mamay, Rebecca Huang and Thomas Parsons, “What Choice Do You Have? Choice of

Governing Law, Forum and Venue in International License Agreements,” Panel Discussion for the Toronto Chapter of the Licensing Executives Society, December 10, 2009.

- Paul Jones (Moderator), Professor Trudo Lemmens, David E. Schwartz, “Mankind’s Inheritance Resources,” seminar for the 中国人民共和国科学技术部 (PRC Ministry of Science and Technology) delegation at the Consulate General of the PRC, Toronto on December 7, 2009.
- Benjamin Fishburne, Yitai Hu, Paul Jones, and Edward Xu, “Protecting and Licensing Trademarks in China, Safeguarding Brands and Marks in a Global Market,” Teleconference Program presented by Strafford Publications, Atlanta, Georgia, November 18, 2009.
- “Intellectual Property Protection in China: Best Practices -知识产权的保护在中国: 最佳做法,” presentation to the Hong Kong Canada Business Association, Ottawa, November 5, 2009.
- “Recent Antitrust Developments in China and Russia,” presentation to the ABA Antitrust Section International Committee Town Hall (by teleconference), October 30, 2009.
- Paul Jones and Sean X. Zhang, “PROTECTING YOUR IP IN CHINA: Basic Steps & Recent Developments 在中国知识产权之保护:基本步骤及近期进展” presentation to a workshop at the Licensing Executives Society Annual Meeting, San Francisco, October 21, 2009.
- “Are You Thinking About China?” 16(1) *Franchising Business & Law Alert* 1 (October 2009).
- Veronika Litinski (Venture Group MaRS) (Moderator), Paul Jones, Vitaly Paroshyn (Ontario Ministry of Economic Development and Trade), Elsie Quait-Randall (McMaster Industry Liaison Office), Peter Mascher (McMaster University), Alina Pekarsky (Schulich Executive Education Centre, and Matey Nedkov (Maple Leaf Angels), “Major Issues related to the Commercialization of Foreign Technology in Canada,” roundtable discussion for Technopol and Canada Eurasia Russia Business Association (CERBA), Metro Convention Centre, Toronto, October 7, 2009.
- Paul Jones (Moderator),李文惠 (Li Wenhui) (China Council for Promotion of International Trade - CCPIT),陈健 (Chen

Jian)(China International Economics and Trade Arbitration Commission - CIETAC) and Constantine Karayannopoulos (President & Chief Executive Officer, Neo Material Technologies Inc.), “Intellectual Property Protection in China and Solutions to Economic and Trade Disputes,” plenary session for the *3rd Canada China Business Forum*, jointly organized by the Canada China Business Council (CCBC) and the China Council for the Promotion of International Trade (CCPIT), Toronto, September 15, 2009.

- “Initial Cases under China’s AML,” *International Antitrust Bulletin: Newsletter of the International Committee of the ABA Antitrust Section*, 2008, Volume 4.
- “Monopoliya Nyet: New Developments in Russian Anti-Monopoly Law,” *International Antitrust Bulletin: Newsletter of the International Committee of the ABA Antitrust Section*, 2009, Volume 3
- “Technology Transfer and IP Protection in Russia: Accessing the Legacies of Mendeleev and Sputnik,” forthcoming in *CERBA Quarterly News (Canada Eurasia Russia Business Association)*, Fall 2009.
- “Franchisors Affected by the Competition Act Amendments,” forthcoming in *The Franchise Voice: The Official Quarterly Newsletter of the Canadian Franchise Association*, Fall 2009.
- “Beating Swords into Ploughshares –Перековать Мечи на Орала: Outsourcing R&D to Former Defense Scientists in Russia,” presentation to the Toronto Chapter of the Licensing Executives Society, July 23, 2009.
- “Country Report: People’s Republic of China – Franchising,” for the International Distribution Institute, Torino, Italy, July, 2009.
- Paul Jones, translated into Chinese by Xu Xin (Leo), “The Purpose of Disclosure: The Opinion of the Ontario Courts: 披露的目的: 安大略省法院的意见,” forthcoming in *Asia Franchise & Business Opportunities*, Singapore.
- “知识产权的保护及技术合同: 最佳做法 – Intellectual Property Protection and Licensing: Best Practices,” presentation to a delegation from China Aerospace Science & Industry Corp., Markham, June 23, 2009.
- “Intellectual Property Protection in China: Best Practices -知识产

权的保护在中国: 最佳做法,” presentation in Ontario Ministry of International Trade and Investment

- Automotive Virtual Trade Mission to China; Nanjing, Guangzhou, Windsor, and Toronto linked Audio Video Conference, May 13, 2009.
- “Intellectual Property Protection in China: Best Practices -知识产权的保护在中国: 最佳做法,” presentation to the Hong Kong Canada Business Association, Toronto, May 7, 2009.
- Discussant, panel on “Emerging Regulators: China Opens for Business,” in Regulating A World in Crisis, Graduate Law Students’ Annual Conference, Osgoode Hall Law School, May 1, 2009.
- “Trademarks: “Chengshi” and Confusion – What can be learned from Practice - 商标: 诚实及商标相同 - 可以学到什么,” presentation to the U.S. Chamber of Commerce Seminar on Implementation of China’s National IP Strategy, with visiting delegation from Beijing, Washington D.C., March 24, 2009.
- “Chinese IP Law and the WTO Panel Report on the China U.S. IPR Dispute,” Lecture to Chinese Law Course, Osgoode Hall Law School, York University, March 23, 2009.
- Supreme Court of Canada Voids Non-Compete Clause, Franchising Business and Law Alert, Vol. 15, No. 7, April 2009.
- “Are non-competition covenants enforceable ? Franchise Canada
- “Typo-Squatting in Two Alphabets: “LUXOIL” and “ЛУКОЙЛ” – A Competition Law Matter? ABA Russia/Eurasia Committee Newsletter, Spring 2009, p. 24.
- Paul Jones and Sean X. Zhang, “Protecting Your IP in China: Basic Steps and Recent Developments,” presentation to the Toronto Chapter of the Licensing Executives Society, December 11, 2008.
- “The Anti-Monopoly Law: Still a Work in Progress,” 4(4) China Law Reporter 3 (December 2008), Newsletter of the China Law Committee of the International Section of the American Bar Association.
- “China: Franchising and Distribution in the Middle Kingdom,”

12(2) Distribution 12 (December 2008), Newsletter of the Distribution and Franchising Committee of the Antitrust Section of the American Bar Association.

- “Intellectual Property Protection in China: Best Practices,” presentation to The Biotechnology Initiative’s Research to Revenue IV: Capturing Business Opportunities in Asia event, December 3, 2008, Mississauga, Ontario.
- “Protection of Intellectual Property in China: Myths and Realities 知识产权的保护在中国: 谬论与现实,” presentation and paper for 中国特许经营国际学术峰会 (China Franchise International Summit), 北京师范大学珠海分校特许经营学院 (Beijing Normal University Zhuhai Campus, Franchise Management School), November 8, 2008, Zhuhai, People’s Republic of China.
- Michael Martin (Moderator), Marshall Phelps (Microsoft), Paul Jones, Jonathan Klein-Evans (MedImmune), Krishnan Nandabalan (BioXcel) and Professor Jose Luis Solliero Rebollado (Universidad Nacional Autonoma de Mexico), panel discussion Global Titans of Licensing, Licensing Executives Society Annual Meeting, October 21, 2008.
- Mark Abell, Daniela C. Brito and Paul Jones, “Franchising in the BRIC Markets (Brazil, Russia, India and China),” presentation and publication for the American Bar Association 31st Annual Forum on Franchising Deep In The Heart of Franchising, October 15-17, 2008, Austin, Texas.
- Canadians Try to Figure Out What is a Disclosure Document, and Other Franchise Mysteries, 15(1) Franchising Business & Law Alert 1 (October 2008).
- Paul Jones (Moderator), Vladimir Biriulin (Moscow), Professor Peter B. Maggs (University of Illinois), and Vladislav Zabrodin (St. Petersburg), “Russian IP Laws and Commercialization: The New Part IV of the Civil Code,” Teleconference presented by the Russia Eurasia Committee of the International Section of the American Bar Association, October 1, 2008.
- 北京师范大学珠海分校特许经营学院商务部课题组, “国内外特许经营监管与促进体系研究报告”, 2008年7月 (Beijing Normal University Zhuhai Campus, Franchise Management School, Ministry of Commerce Project Team which included Paul Jones, Research Report on the Monitoring and Promotional Franchising in China and Internationally, July 2008).

- George Chan (Beijing), Paul Jones, and Jacqueline Lui (Hong Kong), “Intellectual Property: the China Threat, Part II – Strategies for Policing and Enforcing IP Rights,” Teleconference Program presented by Strafford Publications, Atlanta, Georgia, August 19, 2008.
- George Chan (Beijing), Paul Jones, Michael Lin (Beijing) and Jacqueline Lui (Hong Kong), “Intellectual Property: the China Threat, Part I – Essential Preemptive Steps to Protect IP Rights” Teleconference Program presented by Strafford Publications, Atlanta, Georgia, August 12, 2008.
- “The IP/Antitrust Interface in China,” presentation at the Summer Quarterly Meeting of the Alliance for Grey Market and Counterfeit Abatement (AGMA), Toronto, July 16, 2008.
- “KSR and The Supreme Court: The Silence is Deafening,” forthcoming in the *Antitrust Bulletin*.
- Yee Wah Chin, Paul Jones and Jun Wei, “The New Antitrust Law in China: What U.S. Companies and Investors Must Do Now,” Teleconference Program presented by Strafford Publications, Atlanta, Georgia, July 1, 2008.
- “Protecting Intellectual Property Rights in China - 知识产权保护在中国,” presentation at the Canada China Environmental Forum, Toronto, June 12, 2008.
- “Licensing in China: The New Anti-Monopoly Law, The Abuse of IP Rights and Trade Tensions,” XLIII (2) *les Nouvelles: Journal of the Licensing Executives Society International* 106 (June, 2008).
- “China: bad faith trademark registrations by distributors,” 12(1) *International Franchising Committee Newsletter* 37 (June 2008).
- Paul Jones, Christopher Nowak, Karen Satterlee and Frank Zaid, “Enforcing International Agreements: Non-Litigation Issues,” Paper and presentation to the International Franchise Association 41st Annual Legal Symposium, May 12, 2008.
- Michael Lindsey (Moderator), Paul Jones, Sherin Sakr, Richard L. Wageman and Carl E. Zwisler, “Franchising in China: How to Do It Under the New Regulations,” Teleconference presented by the American Bar Association Forum on Franchising, April 17, 2008.

- “具有中国特色的特许经营 – Franchising with Chinese Characteristics: 法律的分析比较概况 - A Comparative Introduction to the Law,” presentation at China Franchise Summit 2008 – 2008 中国特许经营国际峰会 – Co-Chaired by Paul Jones and Rolf-Gerhard Kirst, Kuntai Royal Hotel, Beijing, April 10, 2008.
- “中国反垄断法及其知识产权 - Anti-Monopoly Law and Intellectual Property Rights in China,” Presentation to representatives of firms at 清华科技园 – Tsinghua Science Park, Beijing, in conjunction with 北京康信知识产权代理有限公司 - Kangxin Partners, P.C., April 8, 2008.
- Yitai Hu, Paul Jones, Keith Medansky and Stan Abrams, “Intellectual Property: the China Threat, Part II – Strategies for Policing and Enforcing IP Rights,” Teleconference Program presented by Strafford Publications, Atlanta, Georgia, February 26, 2008.
- Yitai Hu, Paul Jones, Keith Medansky and Stan Abrams, “Intellectual Property: the China Threat, Part I – Essential Preemptive Steps to Protect IP Rights” Teleconference Program presented by Strafford Publications, Atlanta, Georgia, February 19, 2008.
- “China: Anti-Monopoly Law Adopted,” 7(2) *Canadian International Lawyer* 104 (December, 2007).
- Ellen Syzmanski, U.S. Department of Commerce; Scott Bain, Software & Information Industry Association; Elizabeth Chien-Hale, Institute for Intellectual Property in Asia; Paul Jones and Bruce McDonald, “*Rollershoe v. Chee Ting Shoe Trading Co. – A Case Study on Developing a Brand Protection Strategy in China*,” Webinar presented by the United States Department of Commerce and the American Bar Association Section of International Law, November 13, 2007.
- William Blumenthal (General Counsel, Federal Trade Commission); Stuart Chemtob (Special Counsel, International Trade, Department of Justice, Antitrust Division); Paul Jones and Jun Wei (Hogan & Hartson LLP, Beijing), “Understanding the New Antitrust Law in China: Implications for U.S. Companies and Investors,” Teleconference Program presented by Strafford Publications, Atlanta, Georgia, October 25, 2007.
- “China’s New Anti-Monopoly Law: An Economic Constitution for the New Market Economy?” 3(5) *China Law Reporter* p.3-13,

(September 2007), Newsletter of the China Law Committee of the International Section of the American Bar Association, Chicago.

- Paul Jones and 卜秋丽 (Jennifer Bu), “商业特许经营管理条例 – Commercial Franchise Administration Regulation,” Translation, Commentary and Notes – August 30, 2007.
- Paul Jones and 卜秋丽 (Jennifer Bu), “国务院法制办、商务部负责人就《商业特许经营管理条例》有关问题答中国政府网问 - Questions and Answers Regarding the “Commercial Franchise Administration Regulation” as presented by Members of the State Council Legislative Affairs Office and the Ministry of Commerce,” Translation and Notes – August 30, 2007.
- Paul Jones and 卜秋丽 (Jennifer Bu), “商业特许经营信息披露管理办法 - Commercial Franchise Information Disclosure Administrative Measures,” Translation and Notes – August 30, 2007.
- Paul Jones and 卜秋丽 (Jennifer Bu), “商业特许经营备案管理办法 - Commercial Franchise Registration Administrative Measures,” Translation and Notes – August 30, 2007.
- “Intellectual Property Protection in China: The Good, the Bad and the Ugly 知识产权在中国：善的，恶的，丑的” presentation to the Annual Meeting of the National Association of Patent Practitioners (NAPP), Las Vegas, July 16, 2007.
- Paul Jones and Erik Wulff, “Franchise Regulation in China: Law, Regulation and Guidelines,” 27(1) *Franchise Law Journal* 57 (Summer 2007).
- “Ask A Legal Expert: Marketing and Advertising to Children,” forthcoming in *Franchise Canada*, September – October Issue.
- “China’s State Council Adopts Franchise Regulations 中国国务院公布《商业特许经营管理条例》，翻译：卜秋丽，forthcoming *Asia Franchise & Business Opportunities*, Fall 2007, Singapore.
- Paul Jones and Karen Kitterman, “Protection of IP Rights in China: Part Two – Trademarks: Enforcement and Protection Strategies” Teleconference Program presented by Strafford Publications, Atlanta, Georgia, May 22, 2007.
- Paul Jones and Tao Xu, “中国更新：新商业特许经营管理条例 CHINA UPDATE: New Franchise Regulation,” presentation to

the International Franchise Association/International Bar Association 23rd Annual Legal Symposium, Washington, D.C., May 9, 2007.

- “Legal Developments in Chinese Franchising,” 11(1) *International Franchising Committee Newsletter* 18 (May 2007).
- “China Adopts a new Franchise Regulation and Other Laws,” *DCS Quarterly* 2-07, Melbourne, Australia.
- “Licensing in Other Languages: Contract Law and Dispute Resolution Systems in Civil Law Systems,” presentation with assistance from Наталья Тренева (Natalia Treneva) and 黎红涛 (Li Hongtao or Tony Li) to the Licensing Executives Society, Toronto Chapter, April 2, 2007.
- “Other People’s Standards: Privacy in International E-Commerce,” in 2(2) *The Secure Times: Newsletter of the Section of Antitrust Law’s Privacy and Information Security Committee* 11 (Spring/Summer 2007).
- Paul Jones and 将五四 (Jiang Wu Si or Peter Jiang) “Chapter 3 – Marketing” in Daniel A. Laprès and Zhang Yue Jiao, *Business Law in China: Trade, Investment and Finance – Revised and Updated Second Edition* (Paris: International Chamber of Commerce, forthcoming 2007).
- “Guest Column: China Adopts New Franchise Regulation,” *Asia Business Intelligence Blog*, March 13, 2007.
- “The Regulation of Franchising in China and the Development of a Civil Law Legal System – 中国特许经营法规及其民法体系的发展,” 2(1) *Chinese Law & Policy Review*, 60-80., July 2007, University of Pennsylvania.
- “Chinese Cases Now Accessible Online,” 41 *The International Lawyer: Year In Review*, forthcoming, 2007.
- Paul Jones and Natalia Treneva, “International Franchising: China ” 41 *The International Lawyer: Year In Review*, forthcoming, 2007.
- “China’s Franchise Measures in a Civil Law Context – 中国商业特许经营管理办法及其民法体系” *Asia Franchise & Business Opportunities*, Jan-March 2007, Singapore.
- “Understanding China’s Franchise Law Regulations,” 2(2) *The China Law Reporter* (November 2006), China Law Committee of

the International Section of the American Bar Association, Chicago.

- Paul Jones and Daniel So, “Houdini’s Franchise Law: Exclusions and Exemptions to Disclosure in Canada,” in *The Domino Effect: 6th Annual Franchising Conference* (Toronto: Ontario Bar Association, November 16, 2006).
- “The Regulation of Franchising in China and the Development of a Civil Law Legal System – 中国特许经营法规及其民法体系的发展,” paper and presentation to the 2006 China Franchise International Summit, Beijing Normal University Zhuhai, People’s Republic of China, November 11, 2006.
- “China’s Franchise Laws: Initial Cases and Commentaries,” in CCH, *Business Franchise Guide*, (Chicago; CCH, Loose-leaf) Newsletter October 20, 2006 and Permanent Edition ¶7068.
- “Building Your Business: BRIC by BRIC, 循序渐进, 从 3a 开始,” presentation to the Canadian Machine, Tool, Die & Mould Federation/ Mould Makers Council of the Canadian Plastics Industry Association Annual Conference, Niagara Falls, September 16, 2006.
- “Canadians should understand Chinese marks,” *The Lawyers Weekly* (September 15, 2006) p.13.
- “China: Judicial and Legislative Update 2005-2006” 4(4) *International Journal of Franchising Law*, 2006.
- “Country Updates: People’s Republic of China – 中华人民共和国,” International Bar Association, International Franchising Committee, August 31, 2006.
- “中华人民共和国 特许经营的新闻 – People’s Republic of China Franchise News,” Paper and Presentation to the International Franchise Association/International Bar Association 22nd Annual Legal Symposium, Washington, D.C., May 10, 2006.
- “Licensing in China: The Good, The Bad and the Ugly 技术合同在中国: 善的, 恶的, 丑的,” presentation to the Licensing Executives Society, Toronto Chapter, April 27, 2006.
- “International Franchising in Canada,” *Asia Pacific Franchise Directory Inaugural Edition 2006* (Singapore: Asiawide Trends Pte. Ltd., 2006).

- “New Brunswick Government Proposes Franchise Legislation,” *Franchising Business & Law Alert*, February, 2006.
- “China: New Franchising and Direct Selling Regulations,” 40 *The International Lawyer: International Legal Developments in Review 2005* 547, (Summer 2006).
- “The Rise and Fall of American Antitrust? An International Perspective on Trinko and the Regulation of the Knowledge Economy,” 50 *Antitrust Bulletin*, 687, Winter 2005 Issue.
- Paul Jones, Wendy Gross and Terry McQuay, “Transferring Personal Information Outside of Canada: Cross-Border and International Issues,” Ontario Bar Association Privacy Law Section, presentation, November 28, 2005.
- Paul Jones and Joseph Adler, “Bringing A Foreign Franchise System to Canada,” Paper and Presentation to Ontario Bar Association’s 5th Annual Franchise Law Conference, Toronto, September 21, 2005.
- Gary Duval, Paul Jones, Amy Sommers and Guanxi Zheng, “Rising Affluence and Post – WTO Reforms: Converging Trends Boost Franchising in China,” Paper and Presentation to a Program Sponsored by the ABA International Law Section China Committee and the International Franchising Committee, and the ABA Forum on Franchising, at the ABA Annual Meeting, Chicago, Illinois, August 7, 2005.
- “Privacy Commissioner Has right to Review Privileged Documents: Blood Tribe Department of Health v. Privacy Commissioner of Canada,” 2(8) *Canadian Privacy Law Review* 94, 2005.
- “Canada’s New Private Right of Action for Refusal to Deal: Sound and Fury Signifying What?” 3(3) *International Journal of Franchising Law*, p.19-23, 2005.
- Paul Jones and Markus Cohen, “Financial Performance Representations,” Ontario Bar Joint Subcommittee on Franchising, Disclosure Issues Under the Wishart Act and Interim Report from the Statutory Amendments Task Force, presentation, April 19, 2005.
- “B.C. reports on privacy and the USA Patriot Act,” *Lawyers Weekly*, (December 17, 2004) p. 15.
- “Introduction to Privacy and Franchising: Compliance and Risks

for Various Franchise Systems,” Canadian Franchise Association – Recruiting Franchisees and Encouraging Top Performance, presentation, November 18, 2004.

- “International Legal Developments Affecting Franchising,” 4th Annual Ontario Bar Association Franchise Law Conference: Franchising in a “New World” of Disclosure – The Advanced Course, October 29, 2004.
- Paul Jones and David W. Koch, “Privacy Issues that Affect Franchising,” *Exploring New Boundaries: 27th Annual Forum on Franchising, October 6-8, 2004, Vancouver* (Chicago: American Bar Association Forum on Franchising, 2004).
- “Privacy Laws In Canada: Their Implications for Franchising and Marketing,” Chapter 5 in Peter Snell and Larry Weinberg, Eds., *Fundamentals of Franchising – Canada*, (Chicago: American Bar Association Forum on Franchising, August 2004).
- “Permission-Based Marketing Under Canada’s New Privacy Laws,” 24(2) *Franchise Law Journal* 96 (Fall 2004).
- “Upsetting the Balance in Intellectual Property Rights: A Comparison of the Competition Law Decision of the European Court of Justice in IMS Health and the Antitrust Decision of the U.S. Supreme Court in Verizon v. Trinko,” Kanadisch-Deutsche Juristenvereinigung 12 Jahreskongress, Banff, August 13-14, 2004.
- “The Waste Diversion Act: Garbage That Won’t Run Away” Ontario Bar Association Joint Subcommittee on Franchising: A Catch Up With Runaway Legislation, presentation, June 2, 2004.
- “Is Privacy Part of Your Service? – Privacy Issues for Franchisors”, Canadian Franchise Association Annual Legal Forum, April 28, 2004.
- “Blue Box levies to be paid by distributors – but which distributors?” *Lawyers Weekly*, (March 12, 2004) p.18.
- Paul Jones and Richard Leblanc, “Franchise Expansion by System Acquisition : Principal Issues and Concerns, “Franchising Soup to Nuts, Ontario Bar Association, Institute of Continuing Legal Education, January 29, 2004.
- “Privacy: Another Y2K? Potential Compliance and Enforcement Issues,” Ontario Bar Association Young Lawyer’s Division presentation, January 22, 2004.

- "Between God and You: Canada's New Privacy Laws," (2003) 18(1) *The Philanthropist* 44.
- Paul Jones and Ned Levitt, Co-Chairs, *Franchising: Latest Legal and Business Strategies*, Insight Information Co., Toronto, October 8-9, 2003.
- "Can parties agree to restrict Copyright Act's fair dealing rights?" *The Lawyers Weekly*, September 26, 2003.
- "Arbitration of IP Rights Approved by Canada's Supreme Court Will Aid International Franchising", *International Bar Association Committee X News*, September, 2003.
- "Canada's New Privacy Laws" Presentation to the Agricultural Credit Sector representatives, Guelph, Ontario, July 8, 2003.
- "'Tis a tale full of sound and colour – signifying nothing?" *Lawyers Weekly*, (27 June 2003) p. 9.
- "Commissioner says B.C., Alta., bills not 'substantially similar'", *Lawyers Weekly*, (20 June 2003) p. 16.
- "SCC approves arbitration of intellectual property rights", *Lawyers Weekly*, (6 June 2003) p. 9.
- Paul Jones and Vicky Wilkes, "WELCOME, 歡迎, Добро пожаловать": Web Sites and E-Commerce in International Franchise Networks", *20th Annual International Bar Association/International Franchise Association Joint Seminar on Franchising*, Washington D.C., May 13-14, 2003.
- Paul Jones and Wendy Hulton, "Employees, Privacy and Surveillance: Canada's Privacy Laws" Workshop for Federated Press, *Workplace Investigations*, February 28, 2003.
- "Please Add Me to Your Mail List", *Insight: Fifth Annual Advertising and Marketing Law Conference*, Toronto, (19 February 2003).
- Paul Jones and Jasmine Sweatman, "Interactive Privacy Workshop for Charities" Miller Thomson LLP, February 5, 2003.
- "Privacy", *Roundtable Presentation to the Annual Legal Issues Forum*, hosted by ZwickerEvansLewis LLP and Miller Thomson LLP, Barrie, Ontario (3 October 2002).

- "When is Patent Infringement a Competition Law Issue – And Why?", *Miller Thomson LLP, Competition Law Newsletter*, (October 2002).
- "9.079.2 Franchise Disclosure Legislation" in Jennifer E. Babe, *Sale of A Business: 4th Edition* (Toronto: Butterworths, October 2002).
- "9.079.1 - Privacy Legislation" and "9.202.1 Privacy and Personality Rights" in Jennifer E. Babe, *Sale of A Business: 4th Edition* (Toronto: Butterworths, October 2002).
- "Privacy Law will require new due diligence", *Lawyers Weekly*, (15 September 2002) p. 11.
- "Decision undermines protection of religious symbols", *Lawyers Weekly*, (21 June 2002) p. 13.
- "Between God and You: Canada's New Privacy Laws", *Presentation to Heritage Baptist College*, Toronto, Ontario (24 May 2002).
- "Legislative and Judicial Update", *Ontario Bar Association, Second Annual Franchise Law Conference*, Toronto, (22 February 2002).
- Paul Jones & Michelle Wong, "Franchising in Canada/La Franchise au Canada", in D.H.B. Welsh & I. Alon, eds. *International Franchising in Industrialized Markets, North America, the Pacific Rim and Other Countries*, (Chicago: CCH Incorporated, 2002) Chapter 11, p.233.
- "Preparing A Disclosure Document for Ontario – The New Regulations", *American Bar Association, Franchise Lawyer*, (Winter 2001).
- "Just What is your 'Personal Information'? Has the Privacy Commissioner Struck the Right Balance in IMS Health?" *Law Times*, Vol. 12, No. 43 (10 December 2001) p. 7.
- "Branding and E-Commerce: Domain Names, Privacy and Other Legal Issues", *Canadian Franchise Association 2001 Legal Symposium*, Toronto, (20 November 2001).
- "Canada's New Privacy Laws: Implications for the Charitable and Health Sectors", *Presentation to the Charities & Not-for-Profit and Health Seminar*, hosted by Miller Thomson LLP, Toronto (1 November 2001).

- "Let's Talk Condo: Is your name protected", *Miller Thomson LLP Newsletter*, (31 October 2001).
- Markus Cohen, Paul Jones and G. Lee Muirhead, "Franchising in Canada/La franchise au Canada", *Gateway to the Future of Franchising: 24th Annual Forum on Franchising, October 10-12, 2001, San Francisco* (Chicago: American Bar Association, 2001).
- "Canada's New IP Competition Guidelines: Implications for Cross Border Disputes", American Bar Association, *Antitrust Section, Newsletter of the Corporate Counseling Committee*, (Fall 2001).
- "Where Do You Sue in Cyberspace", *Miller Thomson LLP Newsletter*, (July 2001).
- "Privacy of Information", *Presented to the Canadian Fraternal Association, 110th Annual Meeting*, Nottawasaga Inn, Alliston, Ontario (10 May 2001).
- "Between God and You: Canada's New Privacy Laws", *Canadian Council of Christian Charities Bulletin*, 2001.
- "特许经营 在加拿大" (Texujingying zai Jianada, or Franchising in Canada) translated by 将五四(Jiang Wu Si or Peter Jiang), 环球商务(*Huanqiu Shangwu*, or Global Business Weekly) and 连锁 (*Lian Xiao*, or Chain Store and Franchise World) Beijing, 2000-2001 (in Chinese).
- "Preparing an Effective and 'Safe' Franchise Disclosure Documents in Ontario", *Canadian Franchise Association Seminar*, Toronto (30 November 2000).
- "IP Competition Guidelines Ignore Sham Litigation", *Lawyers Weekly*, (24 November 2000).
- "The New Federal Privacy Legislation – Employer Obligations", *Presentation to the Labour and Employment Law Seminar*, hosted by Miller Thomson LLP, Metro Toronto Convention Centre (9 November 2000).
- "Privacy Law and Domain Names", *Presentation to the E-Commerce Law Seminar*, hosted by Miller Thomson LLP, Toronto (11 October 2000).
- "Privacy Law: A New Era", Presented to the Canadian Corporate Counsel Association 12th Annual Meeting, Halifax, Nova Scotia,

August 21-22, 2000.

- "Trade-marks Win Extra Protection from Canadian Courts", *IP Asia*, (Hong Kong SAR - July/August 2000).
- "Sound, Meaning and Details, There's more to the protection of Chinese-character trademarks than meets the eye", *Marketing Magazine*, (5 June 2000) p. 23.
- "Federal Court Decision Affords Greater Protection to Foreign Character Trademarks", *Lawyers Weekly*, (31 March 2000) p. 9.
- "Proposed Ontario Franchise Act Will Increase Franchisor Liability", *Lawyers Weekly*, (18 February 2000) p. 9.
- "Preparing Franchise Agreements for Enforcement in the People's Republic of China", *International Journal of Franchising & Distribution Law*, Kluwer Law International, (Amsterdam - 2000).
- "Class Actions: A New Era For Franchising In Ontario?" *Canadian Franchise Association, Fall Legal Symposium*, Toronto (4 November 1999).
- "Preparing Franchise Agreements for Enforcement in Transitional Economies: The People's Republic of China and The Russian Federation", *Painting the Future of Franchising in the New Millennium: 22nd Annual Forum on Franchising, October 13-15, 1999, Rancho Mirage, California* (Chicago: American Bar Association, 1999).
- "E-Commerce: Basic Protection", *Miller Thomson LLP, Newsletter*, (31 August 1999).
- "Disclosure and Licensing in Canada: New Franchise Law, New Misleading Advertising Provisions, and New Attitudes to Pre-Contractual Disclosure", *The Licensing Journal*, Vol. 19, No. 2 (February 1999) p. 14.
- "Will Your Licence Agreement Be A Franchise? Ontario introduces a Franchise Disclosure Act", *Lawyer's Weekly*, (22 January 1999).
- "Bringing a new Franchise system to Canada", *CBF Handbook, 1999, Fourth Edition*.
- "Ontario Proposes Disclosure Legislation", *American Bar Association, The Franchise Lawyer*, Vol. 2, No. 2, (Fall 1998).

- "Alternative Channels of Distribution: Encroachment and the Risk of Being Amazoned", *Canadian Franchise Association, Legal Symposium, Workshop*, (Fall 1998).
- Paul Jones and Susan Adam Metzler, "Franchise Renewal and The Franchisor's Discretion not to Renew", *Donuts, Pizza and Gas: Do They Always Go Together? Canadian Bar Association - Ontario*, September 30, 1997.

Organizations

Member, **Canadian Bar Association**, Competition Law Section, Intellectual Property Section

Ontario Bar Association, Privacy Law Section, E-Commerce Section, International Law Section, Business Law Section

Member, Joint Subcommittee on Franchising Statutory Amendments Task Force

Member-at-Large, Privacy Law Section Executive

Member, **American Bar Association**, Forum on Franchising, Intellectual Property Section, Antitrust Section, International Law Section, Science and Technology Law Section

Member, ABA Forum on Franchising Publications Committee responsible for "The Intellectual Property Handbook: A Practical Guide for Franchise, Business and IP Counsel," currently responsible for marketing

Member, ABA International Section and IP Section Task Forces on Amendments to China's Patent Law and Trademarks Law

Member, **International Bar Association**, Committee X on International Franchising, responsible for legal updates on China

Chair, **Canadian Franchise Association**, Legal and Legislative Committee; Member, Board of Directors and Executive Committee

Member, **Licensing Executives Society**, Co-Chair Toronto Chapter

Member, **International Franchise Association**,

Member, **International Trademark Association**,

Member, **Intellectual Property Institute of Canada**, Licensing Committee, Trade-mark Legislation Committee, Copyright Technical Committee

Member, **Canadian Tax Foundation**

Member, **International Society of Franchising**

Member, **Canada China Business Council**

Member, **Canada Eurasia Russia Business Association**

Languages

Studied French, Spanish, German, Russian and Mandarin Chinese,
Read law in French and Spanish.