

AIPPI **AIPPI 2014 Toronto**
World Intellectual Property Congress
Toronto 2014 September 14 – 17, 2014



Accommodation & Social Events



A man in a dark suit, white shirt, and a red, white, and blue striped tie is shown from the waist up, celebrating with his arms raised in a 'V' shape. He is looking upwards with a smile. The background is a clear blue sky.

“Canadian IP Rising Star 2013”

International Legal Alliance Summit & Awards

“A super boutique”

World Trademark Review 2014

“Goudreau Gage Dubuc is a firm to watch”

Managing IP



Goudreau Gage Dubuc

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Depuis près de 50 ans, nos succès nous ont élevés au rang des meilleurs cabinets de propriété intellectuelle au Canada. L'expertise du cabinet, de même que son approche pratique et personnalisée, sont reconnues à travers le monde.

Founded nearly 50 years ago, our success story has taken us to the top tier of Intellectual Property firms in Canada. The firm's expertise, as well as its practical and personal approach, has extended its sterling reputation worldwide.



AIPPI AIPPI 2014 Toronto

World Intellectual Property Congress
Toronto 2014 September 14 – 17, 2014

Event management

Professional Conference Organizer

- MCI Group Canada Inc.
5285 Solar Dr. Suite 201
Mississauga, Ontario
L4W 5B8 Canada
- Phone: +1 416 621 2727
- Fax: +1 905 602 9052
- <http://www.mcigroup.com>

Event venue

- Metro Toronto Convention Centre
255 Front St W
Toronto, Ontario
M5V 2W6 Canada
<http://www.mtccc.com>

AIPPI General Secretariat

- AIPPI
Toedistrasse 16
CH 8027 Zurich, Switzerland
- Phone: +41 44 280 58 80
- Fax: +41 44 280 58 85
- Email: registration@aippi.org
- <http://www.aippi.org>

AIPPI Canada Website

- <http://www.aippicanada.org>

For the educational programme of the Congress and the registration information please consult the [blue](#) brochure "Preliminary programme" or visit our website at www.aippi.net.

Index

Event Management	2
Index	3
Programme at a Glance	4
General Information	5
Toronto Map	7
Accommodation Information	8
Social Evening Events	11
Niagara Falls Post Tour	12
Pre and Post Conference Tours	13
Sightseeing Tickets	18
Daily Excursions	19



General information

• Dates and Locations

The event will start on **Sunday 14 September 2014** and end on **Wednesday 17 September 2014**.

AIPPI 2014 Toronto Congress
Metro Toronto Convention Centre
255 Front St W
Toronto, Ontario
M5V 2W6 Canada

• Transportation from the Airport

Toronto is served by two airports: Toronto Pearson International Airport and Billy Bishop Toronto City Airport. There are over 76 scheduled and charter airlines currently serving Toronto Pearson. To Toronto, nonstop flights are available from 26 Canadian destinations and 42 destinations in the United States. In addition, direct flights are also available from 56 other international cities. The downtown core is easily accessible from Pearson by taxi (approx. CAD \$55) or the Downtown Express shuttle to a number of downtown hotels (approx. CAD \$30).

Billy Bishop island airport is a convenient option for travelers from select cities in Canada and the north-eastern United States. It is located less than 4 km from the Metro Toronto Convention Centre and the Convention hotels. A short ferry ride links the terminal to the mainland. A taxi can be taken downtown for approximately CAD \$10. Also available is the free Porter Airlines shuttle bus that runs every fifteen minutes, between the mainland ferry terminal and the York Street (west) entrance of the Fairmont Royal York hotel, one of the official Congress hotels.

• Canadian Border Entry

All visitors are to obtain the necessary documentation for entry into Canada. Inquiries should be directed to your nearest Canadian High Commission, Consulate or Embassy. All visitors will need a passport to enter Canada. For further information regarding Canadian Customs procedures, visit www.canada.gc.ca.

• Weather

	High	Low
September	21°C / 70 °F	14°C / 57°F

• What to Wear

Visitors coming to Toronto in September should be prepared for a variety of temperatures. For men, a business suit may be sufficient during the day, although a raincoat may be needed. For women, a jacket or other cover may be needed, particularly at night. For excursion days, it is recommended to bring a light jacket and clothing that can be layered, as well as a raincoat.

• Language

While there are two official languages in Canada, namely English and French, English is the language used in Toronto. In addition to these official languages, Chinese, Italian, Tamil, Portuguese and Spanish are spoken in certain areas of Toronto.

• Canadian Currency CAD \$

Toronto offers visitors worldclass products without worldclass prices. For international visitors, our favourable rate of exchange means your money can go a long way.

What you need to know regarding spending money in Toronto:

- Toronto's currency is the Canadian Dollar;
- For denominations under five dollars, coins are used, including the 'loonie' (one dollar coin) and 'Toonie' (two dollar coin);
- U.S. dollars are accepted in most Toronto establishments, although change from your transactions will be given in Canadian currency and exchange rates will differ with each merchant;
- You will find ATMs in most banks, hotels and shopping malls – cash is dispensed in Canadian currency;
- Major credit cards are accepted at most locations;
- Currency exchange is available at banks and kiosks throughout the city, as well as in the airport.

- **Time Zone**

Toronto operates on Eastern Standard Time.

During your stay, Eastern Daylight Time (EDT) will be observed and is UTC minus 4 hours.

- **Tipping**

If you are happy with the service you receive while visiting in Toronto, a 15% tip on the pretax bill is a standard expression of appreciation when dining out in the city. Note that some restaurants automatically add this gratuity when serving large groups, so be sure to check your bill.

- **Taxes**

A Harmonized Sales Tax (HST) of 13% will be charged on most goods and services sold or provided in Canada.

- **Personal Property**

Please take good care of your personal property. AIPPI, the organisers and the onsite staff are not responsible for any loss or damage to personal property.

- **Insurance**

The event organisers cannot accept liability for personal injuries sustained, for loss of, or damage to, property belonging to congress participants (or their accompanying persons), either during or as a result of the event. Please check the validity of your own travel insurance.

The Organizers or MCI Canada Inc. do not take responsibility for any individual, medical, travel or personal insurance. International participants will ensure that their passports, travel documents and visas are valid for travel.

- **Liability**

AIPPI and the local professional conference organiser act as agents only in securing hotels, transport and travel services and shall not in any event, be liable for acts or omissions in the event of injury, damage, loss, accident, delay or irregularity of any kind whatsoever during events organised through contractors, or the employees of such contractors, in carrying out services. Hotel, tour and transportation services are subject to the terms and conditions under which they are offered to the public in general. AIPPI and the local professional conference organiser reserve the right to make changes where deemed necessary without prior notice to parties concerned.

The event organization does not take any responsibility for cancellations of the event due to force majeure (natural disaster, outbreak of severe contagious epidemic, major strikes, etc.).

- **Top 20 Things to See & Do in Toronto**

- Shop at The Toronto Eaton Centre or in the exclusive shopping district of Yorkville
- Stand on the glass floor of the CN Tower and marvel at the view 1,122' (342 m) straight down
- Take a scenic tour of the Toronto Islands on a bicycle
- Indulge in the Canadian spirit and visit the Stanley Cup at the Hockey Hall of Fame
- Visit Casa Loma & get a peek into high society life from the 1900s
- Broaden your horizons with a visit to the Royal Ontario Museum or the Art Gallery of Ontario
- Shop and eat in the bustling Chinatown district
- Test your knowledge at the Ontario Science Centre
- Stroll back in time in the historic Distillery District and find a unique piece from a local artisan
- Take to the water and relax at Toronto's thriving waterfront
- Enjoy some thrills at Canada's Wonderland
- Enjoy a night out at Drake Hotel Lounge or the Guvernment
- Catch a Broadway performance in Toronto's theatre district
- Find some peace and quiet with a stroll in High Park or at Edwards Gardens
- Fantasize about your next pair of shoes at the Bata Shoe Museum
- Become a paparazzi at a red carpet premiere of the Toronto Film Festival which occurs just prior to the Congress
- Enjoy a pint at one of Toronto's many microbreweries
- Walk the PATH...Toronto's underground city

Be sure to check the AIPPI Toronto website regularly for updates as to events and activities happening in and around Toronto during your visit. In particular, please note that the Toronto International Film Festival (TIFF) ends on Saturday September 13.

Toronto Map

Toronto Map

AIPPI World Intellectual Property

Congress Venue

1. Metro Toronto Convention Centre

Hotels

2. InterContinental Toronto Centre
3. Ritz Carlton Toronto
4. The Fairmont Royal York
5. Renaissance Toronto Downtown Hotel
6. Novotel Toronto Centre

Evening Event Venues

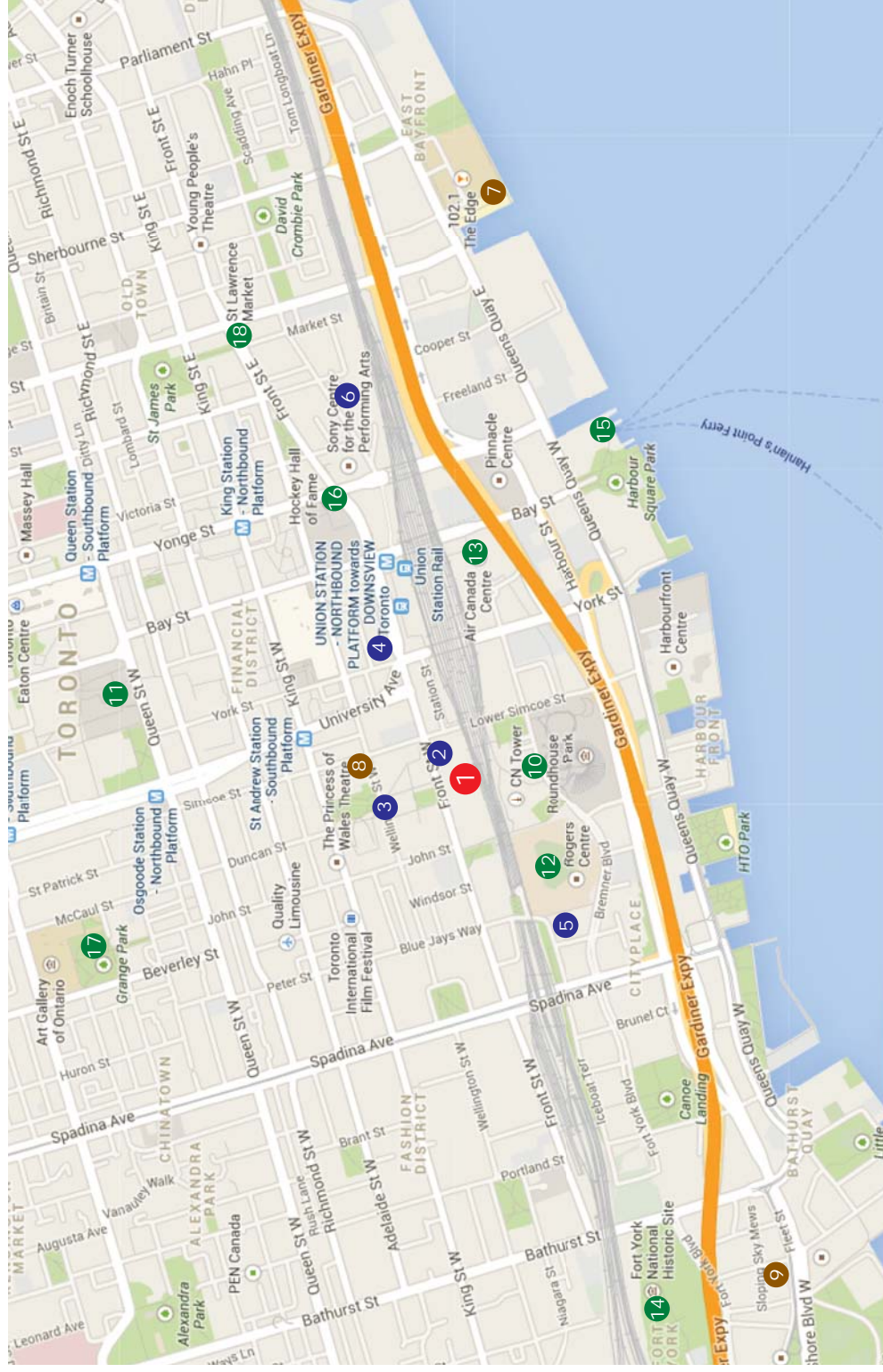
7. Corus Quay
8. Council of Presidents' Dinner
9. Roy Thomson Hall Opening Ceremony and Welcoming Reception
10. Liberty Grand
11. Cultural Evening: Taste of Canada

1. Metro Toronto Convention Centre

Gala Dinner

Places of Interest

10. CN Tower
11. City Hall, Nathan Philips Square
12. Rogers Centre
13. Air Canada Centre
14. Fort York Historic Site
15. Toronto Island Ferry Docks
16. Hockey Hall of Fame
17. Art Gallery of Ontario
18. St. Lawrence Market / Market Gallery



Accommodation Information

A number of hotel rooms in various hotels of different price categories are reserved. All hotels are near the venue, within walking distance. Please make your reservation online under www.aippi.net.

Top 3 reasons to book within the official AIPPI 2014 housing website:

1. Availability for all nights at the negotiated group rate.
2. Greater networking opportunities.
3. Friendly booking terms – no prepayment required.

Reservations are processed on a first- come, first-served basis. Availability may be limited at some hotels. Although, we have negotiated very favorable room rates with the official hotels, different rates may be available over the Internet or through other channels.

• Reservation and Payments

Reservations will require a credit card number as a guarantee. No charges will be incurred at the time of booking, the hotel will charge payment to the credit card provided upon checkout. No prepayment or deposit will be required.

Groups of 15 or more rooms must sign an agreement and provide a nonrefundable deposit per room blocked.

The deadline for reservations is **13 August 2014** in order to guarantee conference hotel rates if space is still available. From **14 August 2014** rooms are based on regular hotel rates and availability and must be made directly with the contracted hotels.

• Changes or cancellation of Accommodation

Modification or cancellation of your hotel reservations can be done online at any time.

Reservations may be changed or cancelled without penalty until 10 July 2014. Reservation cancellations received from 11 July to 10 September 2014, will be assessed a CAD \$60.00 cancellation fee. A one night's room fee and tax will be charged if a cancellation occurs within 24 - 48 hours prior to arrival date, depending on each individual hotel cancellation policy.

Please confirm length of stay with the hotel at time of check in. Should you decide to leave early, the hotel may charge an early departure fee.

• Inquiries

Any inquiries or requests for additional information, changes or cancellations of room reservations are to be addressed directly to:

AIPPI 2014 Housing
c/o MCI Group Canada Inc.
Suite 200 1444 Alberni Street
Vancouver, BC, Canada V6G 2Z4
Phone: +1 604 661 4925
Fax: +1 604 685 3521
Email: aippihotels@mcigroup.com
Monday - Friday: 8:00 AM – 5:00 PM
(Pacific Standard Time Zone)

Toronto City map

The Official hotels were chosen for the numerous benefits they offer participants and we request your assistance and support by booking your hotel accommodation at one of the Official hotels.

All hotels are near the venue, within walking distance.



InterContinental Toronto Centre (Host Hotel) 4*

- Standard – Single/Double Occupancy
\$259.00 CAD
- Triple/Quad occupancy
dd \$30 CAD per night per person

The 4Diamond InterContinental Toronto Centre brings together an ideal downtown location, connected to the Metro Toronto Convention Centre, plush accommodations, state of the art technology and the very best in customer service. This stunning hotel is a luxury landmark in Toronto, designed to fulfill every need of the global traveler.

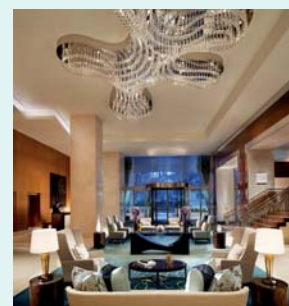
Guest Room Amenities

Alarm clock radio, hair dryer, plush terry bathrobe, iron and ironing board, remote control T.V., coffee maker, mini bar, individually controlled heat/A.C. unit 2,2 line telephones with speaker capability and voice-mail, complimentary wireless internet for AIPPI 2014 guests, ondemand payperview movies, spacious working desk.

Hotel Facilities

Restaurant & Lounge – Azure, 24hour valet parking services, 24hour business centre, 24hour fitness centre, indoor heated pool, sameday drycleaning and laundry services, onsite spa.

Check In: 3:00 PM | Check Out: 12:00 PM



Ritz Carlton Toronto 5*

- Standard – Single/Double Occupancy
\$350.00 CAD

Toronto's most centrally located 5Diamond award winning hotel, The RitzCarlton, Toronto welcomes guests to the heart of Canada's most culturally diverse city. Centrally located just steps from iconic landmarks, popular attractions, shopping, sporting and entertainment venues, the luxury Toronto hotel offers guests the perfect vantage point from which to explore.

Guest Room Amenities

Floor to ceiling windows with heated perimeter flooring, handcrafted Italian 400 thread count Frette bed linen, 42" LCD flat panel HD television with DVD player, radio/CD/iPod sound system, complimentary coffee, tea, bottled water presentation refreshed daily, personal in room safe (secure lap top feature), private shower with rain shower head and hand held shower, deep soaker tub.

Hotel Facilities

Restaurant & Lounge – TOCA, Ritz Bar, DEQ, 24hour fitness centre, Jackie Gideon Beauty Bar, salt water pool and Jacuzzi, 24 hour inroom dining, twice daily housekeeping.

Check In: 3:00 PM | Check Out: 12:00 PM



Fairmont Royal York 4*

- Fairmont – Lloyd Hall – Single/Double Occupancy \$259.00 CAD
- Triple/Quad occupancy add \$30 CAD per night per person

Toronto is a city that has grown up around this grand landmark The Fairmont Royal York luxury hotel. Just steps away from our famous doors, in the heart of Canada's largest metropolis are an exciting mix of activities and attractions. The Fairmont Royal York hotel truly is "at the center of it all" in Toronto!

Guest Room Amenities

Individual climate control, alarm clockradio, bathrobes, cable television with inroom pay movies, coffee/tea maker, hair dryer, iron and ironing board, minibar, windows that open to the outside, computer data port, desk with business amenities, guestroom internet access.

Hotel Facilities

Restaurant – EPIC, Piper's Gastropub, Benihana Japanese Steakhouse or classic Library Bar, Health club & Spa (indoor lap pool, fitness center, whirlpool, children's wading pool, sauna and steam rooms), business centre, concierge, laundry services, safety deposit boxes.

Check In: 3:00 PM | Check Out: 12:00 PM



Renaissance Toronto Downtown Hotel 4*

- Deluxe Room – Single/Double Occupancy CAD \$239.00 per night
- Triple/Quad occupancy add CAD \$25 per night per person

Renaissance Toronto Downtown Hotel is the world's only hotel located in a major league sports and entertainment venue, the Rogers Centre. Premier among Toronto downtown hotels, this fullservice CAA/AAA Four Diamond hotel is ideally situated in the heart of the entertainment district; also conveniently adjacent to the Metro Toronto Convention Centre and CN Tower.

Guest Room Amenities

Marble bathroom, makeup mirror, hair dryer, alarm clock and radio, telephone (voicemail, speaker phone, and 2 phone lines), desk, iron and ironing board, room service, coffee and tea maker, complimentary internet access for AIPPI 2014 guests, premium movie channels (pay per view), cable TV, room service.

Hotel Facilities

Restaurant – Arriba, fitness centre (includes indoor pool, whirlpool), full service business centre, room service, concierge, safety deposit boxes.

Check In: 3:00 PM | Check Out: 12:00 PM



Novotel Toronto Centre 3.5*

- Standard – Single/Double Occupancy \$199.00 CAD
- Triple/Quad occupancy add \$25 CAD per night per person

The Novotel Toronto Center in downtown Toronto features an indoor pool, gym, restaurant and free WiFi. Many attractions are nearby including the Air Canada Centre, Rogers Centre, Harbourfront Centre, Eaton Centre and Centre Island (ferry docks).

Guest Room Amenities

Work area, TV with pay movies and internet access, broadband connection, hair dryer, safe, tea/coffee.

Hotel Facilities

Restaurant Cafe Nicole & Lounge Bar, sauna, Jacuzzi, fitness centre, indoor heated pool.

Check In: 3:00 PM | Check Out: 12:00 PM

Social Evening Events

Council of Presidents' Dinner (by invitation only)

Corus Quay was designed by world renowned architect Jack Diamond of Diamond Schmitt Architects. Corus Quay has achieved LEED® (Leadership in Energy and Environmental Design) Gold certification and features a number of "green" initiatives including energy efficient lighting, use of local and recycled materials and reused rain water to reduce water consumption amongst other initiatives. It is a truly modern and innovative venue, perfect for celebrating the work and dedication of our Council of Presidents.

Arrive in style by first taking a cruise of the Toronto harbour. Cocktails will take place in the 8th Floor Lounge on the rooftop of Corus Quay, which has one of the most spectacular views of the city skyline and waterfront. A roof terrace will also be accessible for your enjoyment. Dinner will take place in the Atrium which is a spectacular space that features a fivestorey biowall, a threestorey slide and large twostorey doors that open on to a waterfront promenade.

- Date & Time: Saturday, September 13, 2014 (19:30 – 22:30)
- Venue: Corus Quay
- Dress code: Business casual
- Food and Beverages: Cocktails followed by formal sitdown dinner

For invited guests only.

Opening Ceremony & Welcome Reception

Roy Thomson Hall, located in the heart of the King Street theatre district, is home to the Toronto Symphony Orchestra and is the premier venue for gala screenings for the Toronto International Film Festival (TIFF). Opened in 1982, its curvilinear exterior design and sloping glass canopy, which is reflective by day and transparent by night, have made this classical concert hall a Toronto landmark.

Music by Canadian recording artists has filled the airways and the Billboard charts for years. Join us at the Opening Ceremony when the Canadian Song Book comes to life as a dynamic musical theatre duo performs a medley of hits. Don't be surprised when you find yourself singing along!

- Date & Time: Sunday, September 14, 2014 (19:30 – 22:30)
- Venue: Roy Thomson Hall
- Dress code: Business casual
- Food and Beverages: Food and beverage stations will await participants in the lobby of the Theatre after the ceremony.

This social evening is included in the registration fee.



Cultural Evening: Taste of Canada

The Liberty Grand is a triangular arrangement of interconnected exuberant Beaux Arts banquet rooms decorated with classic interior finishes and decorated in a traditional early 1900's elegance. Discover the sights, sounds and flavours of Canada's vast landscape all in one location. Each room will be an immersion into a different region of Canada. Bask in the glow of the "Northern Lights" while sipping an iced cocktail. Let your inner cowboy loose as we twostep across the Prairies to the sounds of a country band. Develop an appreciation for Ontario wines while pretending to barrel over the Niagara Falls. Celebrate your joie de vivre with Montreal jazz and a Quebec sugar shack experience and what Canadian experience wouldn't be complete without a good old fashioned East Coast Kitchen Party. Be sure to visit all of the rooms to experience the different cultures and culinary specialties of our country. Bring your appetite and your dancing shoes!

- Date & Time: Monday, September 15, 2014 (19:30 – 01:00)
- Venue: Liberty Grand
- Dress code: Business casual
- Food and Beverages: Canadian delicacies and beverages will be offered in each room, tour the whole complex to taste everything.

This social evening is included in the registration fee.



Closing Dinner

Join us for a vibrant evening of wonder as the world of Cirque comes to you! As you enjoy your delicious dinner, beautiful and daring aerialists, astounding contortionists and a variety of other acrobatic acts will animate this nottobemissed event. After dinner, a dance band will keep the party going and the dance floor full. A lounge area will allow those who prefer to chat to enjoy the festivities.

- Date & Time: Wednesday, September 17, 2014 (20:00 – 01:00)
- Venue: MTCC
- Dress code: Black tie or national formal dress
- Food and Beverages: Cocktail followed by formal sitdown dinner.

Registration fee for this social event: CAD 150



Information on the Niagara Falls Post Tour

Come celebrate a job well done with your AIPPI friends during a last casual networking opportunity. All participants are invited to sign on to the Niagara Falls and Region post tour. You can choose between a single day visit to the Niagara Falls with optional dropoff at Pearson Airport on the way back and a two day visit to the Niagara Region with winery experiences and a picturesque stay in Niagara Falls. The first day of the 2day program will be joint with the single day program for increased mingling opportunities. Let us show you a world famous set of three waterfalls and let us impress you with our wines and our European heritage! Return home after having enjoyed a moment of awe in front of one of Mother Nature's most amazing accomplishments.

For more information see page 16.

Pre and Post Tours

- Dates and times given for the excursions are subject to change.
- All prices are in Canadian Dollars and include 13% Harmonized Sales Tax (HST)
- All prices are based on participation numbers stated in the proposal and on 2014 tariffs
- Should the minimum group size not be met the organizers reserve the right to cancel the excursion or add an extra cost.
- Cancellation terms for pre- and post-tours:**
All cancellations must be made in writing to registration@aippi.org
Cancellation received by **9 July 2014** - full refund (after deduction of an administration fee of CAD 50).
Cancellation received after **9 July 2014** - no refunds will be given (100 % payment to be made if fees not already paid at time of cancellation).
There will be no refund for no-shows.

Tour Schedule			
Date	Tours	Time	Duration
Sunday, September 14, 2014	Pre Conference Tour Day Trip to Fall in Love with Ontario	8:30am – 5:30pm	9 Hours
Saturday, September 13 – Sunday, September 14, 2014	Pre Conference Tour Spend a Night Up North and Fall in Love with Ontario	8:30am – 4:00pm (+1 day)	1 Night, 2 Days
Sunday, September 14, 2014	Tour 1 Welcome to Toronto City Tour	9:00am – 11:30am	2 ½ Hours
Sunday, September 14, 2014	Tour 6 Discover Toronto Island on Bicycles	1:30pm – 4:30pm	3 Hours
Monday, September 15, 2014	Tour 1 Welcome to Toronto City Tour	9:00am – 11:30am	2 ½ Hours
Monday, September 15, 2014	Tour 6 Discover Toronto Island on Bicycles	1:30pm – 4:30pm	3 Hours
Monday, September 15, 2014	Tour 2 The Historic Distillery District Tour	1:30pm – 4:30pm	3 Hours
Tuesday, September 16, 2014	Tour 1 Welcome to Toronto City Tour	9:00am – 11:30am	2 ½ Hours
Tuesday, September 16, 2014	Tour 2 The Historic Distillery District Tour	9:30am – 12:30pm	3 Hours
Tuesday, September 16, 2014	Tour 4 Scenic Harbour Cruise with Lunch	9:30am – 1:30pm	4 Hours
Tuesday, September 16, 2014	Tour 5 An Art Haven at McMichael Gallery with Lunch	9:30am – 3:00pm	5 ½ Hours
Wednesday, September 17, 2014	Tour 2 The Historic Distillery District Tour	9:30am – 12:30pm	3 Hours
Wednesday, September 17, 2014	Tour 3 The St Lawrence Market with Canadian Back Bacon (Walking Tour)	1:30pm – 4:30pm	3 Hours
Monday, September 15 – Wednesday, September 17, 2014	Morning Jog along the Toronto Harbourfront (from the InterContinental Hotel)	7:00am – 7:45am	45 Minutes
Thursday, September 18, 2014	Post Conference Tour A Day in Niagara Falls	9:00am – 6:00pm	9 Hours
Thursday, September 18 – Friday, September 19, 2014	Post Conference Tour Spend a Night in Niagara Falls and Explore Wine Country	9:00am – 4:00pm (+1 day)	1 Night, 2 Days



Pre- tour

Option 1 (September 14, 2014) Day Trip to Fall in Love with Ontario

Come excite your senses, and experience amazing summer attractions! With activities to suit all ages and ability levels, you will never want to leave!

Once you arrive at Blue Mountain, meet your guide at the base of the mountain in the Village to experience the Open Air Gondola ride to the top of the Niagara Escarpment. A hike along the Bruce Trail along the top of the escarpment will provide panoramic views of Georgian Bay. Your knowledgeable guide will speak about the history of the region and Georgian Bay as you watch the colours change! This hike allows spectacular lookout points and great photo opportunities!

Your hike along the Bruce Trail will lead you to the Scenic Caves for a walk across Southern Ontario's longest suspension footbridge. Suspended 25 meters above the valley this vantage point offers spectacular views of Georgian Bay and the surrounding countryside. On a clear day, you can see 10,000 square kilometers.

After a scenic hike, you will head over to Copper Blues Bar & Grill, a pioneer restaurant in the Blue Mountain Village with a team of culinary and service professionals providing an unsurpassed dining experience.

For the remaining afternoon, enjoy some free time. You can simply shop or stroll along the cobblestone walkways, or sign up for one of many activities offered in the village, see page 16.

As the day concludes, meet your guide at the predetermined meeting point and board your motor coach for your journey back to Toronto.

- Duration: 9 Hours
- Date: September 14, 2014
- Timing: 8:30am – 5:30pm
- Price: \$245.00 CAD/person.
Based on a minimum of 15 people
- Includes: Mini Coach, MCI Canada Escort, Open Air Gondola Admission, 2 Hour Guided Hike, Scenic Caves Collingwood Admission, 3 Course Lunch and Taxes
- Beverages available for purchase for all meals; and
Timing may vary depending on weather and traffic conditions



Pre- tour

Option 2 (September 13 – 14, 2014)
Spend a Night Up North and
Fall in Love with Ontario
Day 1 – September 13, 2014

Come excite your senses, and experience amazing summer attractions! With activities to suit all ages and ability levels, you will never want to leave!

The tour will start at a local gokart track for a few laps. From there you'll head to the beautiful small town of Creemore for a guided tour of the Creemore Spring Brewery. Learn what makes their lager so special! Along the way you'll stop for a scenic tour of Purple Hills.

As the day concludes, head to the hotel to freshen up and get ready for a delicious dinner.

C & A Steak Company is located centrally in the Village, and serves the finest prime grade beef. With a carefully selected wine list to compliment the fresh ingredients, professional service in elegant surroundings, the C & A quintessential steakhouse dining experience will have your taste buds tingling.

Day 2 – September 14, 2014

Wake up to the beauty of Northern Ontario.

After checking out of your hotel and enjoying breakfast, meet your guide in the hotel lobby for another adventurous day.

Meet your guide at the base of the Mountain in the Village to experience the Open Air Gondola ride to the top of the Niagara Escarpment. A hike along the Bruce Trail along the top of the escarpment will provide panoramic views of Georgian Bay. Your knowledgeable guide will speak about the history of the region and Georgian Bay as you watch the colours change! This hike allows spectacular lookout points and great photo opportunities!

Your hike along the Bruce Trail will lead you to the Scenic Caves for a walk across Southern Ontario's longest suspension footbridge. Suspended 25 meters above the valley this vantage point offers spectacular views of Georgian Bay and the surrounding countryside. On a clear day, you can see 10,000 square kilometers.

After a scenic hike, you will head over to Copper Blues Bar & Grill, a pioneer restaurant in the Blue Mountain Village with a team of culinary and service professionals providing an unsurpassed dining experience.

For the remaining afternoon, enjoy some free time. You can simply shop or stroll along the cobblestone walkways, or sign up to one of many activities offered in the village, see page 16.

As the day concludes, meet your guide at the predetermined meeting point and board your motor coach for your journey back to Toronto.

- Duration: 1 Night, 2 Days
- Date(s): September 13 – 14, 2014
- Timing: Day 1 – 8:30am – 10:00pm
Day 2 – 9:00am – 4:00pm
- Price: \$1070.00 CAD/person. Based on a minimum of 15 people (single occupancy)
\$920.00 CAD/person. Based on a minimum of 15 people (double occupancy)
- Includes: Day 1 & 2.
Mini Coach, MCI Canada Escort and Taxes
Day 1: Hotel Accommodations for up to Two People, 1 Hour Gokarting, 1 Hour Creemore Brewery Tour, ½ Hour Scenic Tour of Purple Hills, 3 Course Lunch and 3 Course Dinner
Day 2: Breakfast at Hotel, Open Air Gondola Admission, 2 Hour Guided Hike, Scenic Caves Collingwood Admission and 3 Course Lunch
- Beverages available for purchase for all meals; and
Timing may vary depending on weather and traffic conditions



Sign up to one of many activities offered in the Village of Blue Mountain. These activities can also be booked on site.

Segway – Mountain Top Tour

Enjoy scenic offroad trek across the top of the Escarpment on your own Segway transportation device. Take in the exquisite views of Blue Mountain Village and Georgian Bay along the way.

Price: \$60.00 CAD

Woodlot Low Ropes Course

Woodlot lifts teambuilding fun to new heights. Three selfguided courses feature 25 different aerial elements. You will remain attached to cables at all times on a continuous belay.

Price: \$30.00 CAD

Timber Challenge High Ropes Course

Ready to push yourself further? Timber Challenge takes adventure to the next level. With 75 elements across seven courses, at heights up to 15 meters, this aerial adventure is sure to thrill!

Price: \$50.00 CAD

Cascade Putting Course

This fun and challenging 18hole, par 67 putting course winds along the base of the mountain. Featuring natural limestone backdrop and cascading landscapes, it's sure to provide lasting memories for players of all ages.

Price: \$15.00 CAD

Ridge Runner Mountain Coaster

Ontario's first mountain coaster offers an exciting adventure at Blue Mountain. The coaster takes riders on a thrilling trip through the Escarpment's rolling terrain and thick glades on more than a kilometre of downhill track.

Price: \$15.00 CAD

Monterra Golf

Designed by awardwinning Golf Course Architect Tom McBroom, Monterra Golf is a challenging course that offers a great playing field for golfers of all ability levels. Practice facilities, stateoftheart GPS systems and breathtaking scenery make Monterra one of the region's top public courses.

Price: \$100.00 CAD

Post- tour

A Day in Niagara Falls

A trip to Southern Ontario would not be complete without a visit to one of the most impressive and famous landmarks – Niagara Falls. The entire Niagara region boasts some of the world's most beautiful scenery and flavourful wines. As you arrive in the Niagara Falls region, a Niagara Parks guide will provide a detailed tour of the area including information on historical, cultural, and geographical highlights of this exciting area. Niagara Falls is indeed one of the Seven Wonders of the World. Depending on weather conditions, you will enjoy the thunder of the waters from a completely different perspective as you board the Hornblower Niagara Cruises. Experience the breathtaking flow of water, power and mist that form spectacular Niagara Falls. Get close to the Horseshoe Falls, American Falls and Bridal Veil Falls that together make up one of the most recognized wonders. Don't forget to bring your camera! Lunch will be provided in a restaurant that has a fantastic view overlooking the Falls. Next you will visit Niagara on the Lake by bus, one of the oldest settlements in Ontario, famous for the War of 1812 between Canada and the United States. The town has been beautifully restored to depict its heritage. Enroute, the tour follows the Niagara River, passing the Whirlpool Rapids, as well as the historic sites of the Brock Monument and Laura Secord House, and some of the over 65 wineries.

One - Day trip

Option 1 – Your motor coach will return to Toronto. An optional dropoff at Toronto Pearson International Airport will be offered.

Overnight trip

Option 2 – Check into your hotel and freshen up for a special dinner at a selected boutique winery. Your dinner experience will start with a private tour and sampling of 3 wines and will continue with a custom designed farm to table dinner complete with wine pairings with the wineries reserve wines for a delightful culinary experience.

Day 2 – September 19, 2014

Rise and shine to the gorgeous views of Niagara Falls. Today you will learn more about the Niagara region and why it is famous for its 65+ wineries. Your wine tasting adventure will introduce you to some of Canada's very best and specialized wineries in the sub-region known as "The Bench", carefully tucked away in the Niagara Escarpment.

Founded in 1999 on a spectacular piece of the Niagara Escarpment known as the Jordan Bench – Flat Rock Winery is perched on a gently rolling slope studied with vines. You will tour Nadja's Vineyard and the Gravity Flow Winery, and have a private tasting at the Flat Rock Cellars Winery loft. Here you will taste their white wines accompanied by a food pairing session and enjoy their crowning glory: the breathtaking views of the Peninsula and Lake Ontario.

Your wine tasting journey has not ended here. Next stop is Tawse Winery.

Tawse is an innovative, sustainable winery dedicated to producing premium, terroir specific wines, located on the Niagara Escarpment. You will be greeted with a glass of rosé and begin your tour outdoors (weather permitting). You will learn all about their viticulture practices and a description of their property. As you make your way into their cellar, you will continue the tasting of red wines. Once you have completed your tasting tour, you will be able to purchase any of the wineries products at their wine shop or ask any questions that you may have.

Your next stop at will be at Inn on the Twenty, where you will enjoy a delicious lunch.

In 1993, On the Twenty Restaurant opened its doors to welcome visitors to Wine Country and offer them an opportunity to taste Niagara's bounty. On The Twenty pioneered the concept of a regionally focused cuisine in Niagara and continues to occupy a prominent role in this area. On The Twenty is a member of Distinguished Restaurants of North America (DiRONA) and was honoured with the Ontario Hospitality Institute's Independent Restaurant of the Year Award. On The Twenty is a fullservice restaurant offering full bar services as well as a wine list that features a cross section of VQA wine producers including Cave Spring Cellars. After your detailed tour of "The Bench" region, head back to downtown Toronto or to the Toronto Pearson International Airport for your journey home.

Option 1- Day tour

- Duration: 9 Hours
- Date: September 18, 2014
- Timing: 9:00am – 6:00pm
- Price: \$220.00 CAD/person
Based on a minimum of 20 people
- Includes: Mini Coach, MCI Canada Licensed Niagara Falls Guide, 1520 Minute Cruise on Hornblower Niagara Cruises, 3 Course Lunch Overlooking the Falls, 1 Glass of Ice Wine during Dessert, 30 Minute – 1 Hour Bus Tour of Niagara on the Lake and Taxes
- Beverages available for purchase for all meals; and
Timing may vary depending on weather and traffic conditions

Option 2- Overnight tour

- Duration: 1 Night, 2 Days
- Date(s): September 18 – 19, 2014
- Timing: Day 1 – 9:00am – 10:00pm
Day 2 – 9:00am – 4:00pm
- Price: \$1075.00 CAD/person. Based on a minimum of 15 people (single occupancy)
\$925.00 CAD/person. Based on a minimum of 15 people (double occupancy)
- Includes: Day 1 & 2
Mini Coach, MCI Canada Licensed Niagara Falls Guide and Taxes
Day 1: Hotel Accommodations for up to Two people, 1520 Minute Cruise on Hornblower Niagara Cruises, 3 Course Lunch, 1 Glass of Ice Wine during Dessert, Dinner at a Winery and Wine Pairing with Dinner
Day 2: Breakfast at Hotel, 3 Winery Tour and Tasting in "The Bench" Region and 3 Course Lunch
- Beverages available for purchase for all meals; and
Timing may vary depending on weather and traffic conditions



Sightseeing Tickets

Guests will be able to purchase the following tickets at leisure, should they decide at any point in time during the conference that they wish to explore Toronto on their own:

1. Toronto CityPass admissions to: (Open to the general public. AIPPI attendees receive a discounted rate)

- CN Tower – Tower Experience
- Royal Ontario Museum
- Casa Loma
- Toronto Zoo
- Ontario Science Centre

Price: \$70.00 CAD, per person

2. City Sight Seeing Toronto (Open to the general public. AIPPI attendees receive a discounted rate)

- 7 day access for Hop On Hop Off experience
- Can be used in conjunction with the Toronto CityPass, with the exception of the following; Toronto Zoo; and Ontario Science Centre

Price: \$35.00 CAD, per person

3. Hockey Hall of Fame admission

Toronto's premier hockey attraction is home of the Stanley Cup and the best of hockey. Take shots at real-time goalies; stop the shots of legends Gretzky and Messier; call the playbyplay of some of hockey's greatest goals; view hockey flicks like Stanley's Game Seven, hockey's first 3D film, in one of the two theatres; get up close and personal with the Stanley Cup; explore the largest collection of hockey memorabilia in the world!

Price: \$19.00 CAD, per person



4 Ripley's Aquarium admission

Welcome to the hottest attraction in Toronto! Ripley's Aquarium of Canada – the newest, most exciting attraction to be built in the city in more than 25 years.

The Ripley's Aquarium of Canada holds 5.7 million liters of marine and freshwater habitats from across the world. Among the many exciting interactive exhibits, the Aquarium will contain:

- More than 13,500 exotic sea and freshwater creatures, comprising more than 450 species;
- A unique 96 meter long moving walkway through an acrylic tunnel deep below the 2.84 million litre Shark Lagoon; and
- Main exhibition includes a tropical reef tank, along the Great Lakes exhibits and Atlantic and Pacific habitats;

Price: \$32.00 CAD, per person

5 Morning Jog along the Toronto Harbourfront (September 15 – 17, 2014)

Meet your running escort in the hotel lobby each and every morning! Your running escort will lead you from the lobby of the InterContinental hotel to the Martin Goodman Trail/Harbourfront West to Coronation Park/Ontario Place or East to the Dock Lands. Routes can also take you through the Distillery District and also along Bremner Avenue past Ripley's Aquarium, Rogers Centre, Steam Whistle Brewery, to Thompson Canoe Park.

- Duration: 7:00am – 7:45am
- Price: Free of charge to all registered participants.
- Note: Limited space available.



Daily Excursions

- Dates and times given for the excursions are subject to change.
- All prices are in Canadian Dollars and include 13% Harmonized Sales Tax (HST)
- Should the minimum group size not be met the organizers reserve the right to cancel the excursion or add an extra cost. Should this happen the participant has the right to cancel the excursion reservation.

Cancellation terms for excursions:

All cancellations must be made in writing to registration@aippi.org

Cancellation received by 21 July 2014 - full refund (after deduction of an administration fee of CAD 50).

Cancellation received after **21 July 2014** - no refunds will be given (100 % payment to be made if fees not already paid at time of cancellation).

There will be no refund for no-shows.

Tour 1

Welcome to Toronto City Tour

The perfect activity to capture a glimpse of the many wonderful sites available in Toronto! This "get acquainted" tour will include such famous attractions as Queen's Park, the Parliament Buildings, Old and New City Halls, Nathan Phillips Square, St. Lawrence Market and Hall, University Avenue – Hospital Row, Art Gallery of Ontario, Royal Ontario Museum, the Annex, the CN Tower, Rogers Centre, Roy Thomson Hall, Casa Loma, the four city block shopping complex Eaton Centre, the BayKing financial district, Harbourfront, Chinatown, the shops on Bloor, the elegant neighbourhood of Forest Hill and the trendy Yorkville area.

Note: This tour is included in the accompanying person registration fee

- Duration: 2 ½ hours
- Dates:
Sunday, September 14, 2014
Monday, September 15, 2014
Tuesday, September 16, 2014
- Timing: 9:00am – 11:30am
- Price: \$60.00 CAD/person
Based on a minimum of 20 people
- Includes: Mini Coach, 2 ½ Hour City Tour, MC Canada Licensed City Guide and Taxes
- Timing may vary depending on weather and traffic conditions



Tour 2

The Historic Distillery District Tour

This custom tour includes a historical overview of the site and then plenty of time to stop and explore on your own.

The Distillery Historic District is an internationally acclaimed village of bricklined streets and dozens of vibrantly restored Victorian Industrial buildings and cobblestone pathways. Discover live theatres, galleries, fashion, design, jewelry boutiques, unique cafes, movie sets, and awardwinning restaurants.

A local guide will tell the story of the site's founding in 1832, including stories of wealth, alcohol, prohibition, explosions, architecture, and more.

After the tour, there will be time to sample more of the specialty food shops, see live artists' studios, and shop in unique boutiques.

- Duration: 3 hours
- Dates:
Monday, September 15, 2014
Timing: 1:30pm – 4:30pm
Tuesday, September 16, 2014
Timing: 9:30am – 12:30pm
Wednesday, September 17, 2014
Timing: 9:30am – 12:30pm
- Price: \$95.00 CAD/person
Based on a minimum of 20 people
- Includes: Mini Coach, 45 Minute Private Historical Guide, MCI Canada Escort and Taxes
- Timing may vary depending on weather and traffic conditions



Tour 3

The St Lawrence Market with Peameal Bacon (walking tour)

The St. Lawrence Market is ranked as one of the 10 best food markets in the world!

Walk through Toronto's St. Lawrence Market with our favorite local historian who will tell the fascinating 200 year history including the notorious 19th century prison in the basement. Learn about the nearby St. Lawrence Hall (1850), and St. James Cathedral (1853) and Toronto's ever changing shoreline. Enjoy a sample of the famous St. Lawrence Market peameal bacon on a bun!

- Duration: 3 hours
- Dates: Wednesday, September 17, 2014
- Timing: 1:30pm – 4:30pm
- Price: \$80.00 CAD/person
Based on a minimum of 15 people
- Includes: 1 ½ Hour Private Historical Guide, 15 – 20 Minutes Free Time, MCI Canada Escort, Peameal bacon on a bun – sampler, 1 x bottled water and Taxes
- Timing may vary depending on weather and traffic conditions

Tour 4

Scenic Harbour Cruise with Lunch

Board a vessel for a scenic and informative tour of the Toronto harbour. Witness the serenity of the Toronto islands and the splendor of the city skyline.

Highlights of the tour include:

- Toronto's bustling Harbourfront such as Queens Quay and terminal and the Harbourfront Centre
- The Rogers Centre
- The Toronto Island Airport
- Historic Hanlan's Point
- Bird and wildlife sanctuaries
- Toronto Island Parkland, yacht clubs and marinas
- The CN Tower
- The Financial district skyscrapers
- The Eastern Portlands, including Red Path Sugar Refinery
- And much more!

After your cruise, lunch will be served at a restaurant nearby.

- Duration: 4 hours
- Dates: Tuesday, September 16, 2014
- Timing: 9:30am – 1:30pm
- Price: \$155.00 CAD/person
Based on a minimum of 20 people
- Includes: MCI Canada Escort, 1 Hour Fully Narrated Inner and Island Cruise, 3 Course Lunch and Taxes
- Beverages available for purchase Harbour Cruise is subject to weather and water conditions. Tour departures are subject to change
- Timing may vary depending on weather and traffic conditions
- This tour depends on weather conditions



Tour 5

An Art Haven at McMichael Gallery with Lunch

The McMichael Canadian Art Collection offers visitors a unique and truly Canadian experience. From the art within the gallery on its walls to the surrounding landscape, the McMichael is the perfect gallery for an introduction to Canada's art, its peoples, their cultures and their history.

Of all Ontario's beautiful spots, none more dramatically combines the grandeur of nature and the creativity of man than the McMichael Canadian Collection, in the village of Kleinburg. The gallery, situated on the west of the Humber Valley and comprised of 15 rooms constructed out of handhewn timbers and native stone, provides an impressive setting for some 500 works by Canada's most famous artists. Enjoy the art of the historic Group of Seven (the celebrated Canadian landscapists) and their contemporaries, as well as a fine collection of Native Indian and Eskimo art, which is housed in a separate wing of the gallery.

Lunch will be served at a local village restaurant.

- Duration: 5 ½ hours
- Dates: Tuesday, September 16, 2014
- Timing: 9:30am – 3:00pm
- Price: \$145.00 CAD/person
Based on a minimum of 20 people
- Includes: Motor coach, 30 – 45 Minute Private guided tour at McMichael Gallery, MCI Canada Escort, 3 Course Lunch and Taxes
- Beverages available for purchase; and
- Timing may vary depending on weather and traffic conditions



Tour 6

Discover Toronto Island on Bicycles

See one of Toronto's gems from your bicycle seat!

Few places in Canada can boast about its dramatic layers of history more than this little island cluster that has harbored a small carfree community in the shadow of bustling Toronto.

Starting with a ferry ride to Toronto Island, bring your camera to capture the magnificent Toronto skyline. Once on the island, 18 speed bicycles will be provided.

Tour the island west to east, north to south and all points in between along the 10 kilometers of flat paved biking paths. The beaches are a great stop to relax, and two out of three are family friendly; Ward's Beach and Manitou Beach (ask us about the 3rd beach!).

Some of the great sights include a touch of history. The Gibraltar Lighthouse was built in 1808 as "The Lake Light." Ghostly tales have been told about the first lighthouse keeper, J.P. Rademuller, who reportedly still inhabits the beacon. Babe Ruth hit his first professional home run in 1914 at Hanlan's Point Stadium. You will also see the delightful cottages of the remaining permanent residents.

The tour will include a quick refreshment break with a breathtaking view of the city.

- Duration: 3 hours
- Dates:
Sunday, September 14, 2014
Monday, September 15, 2014
- Timing: 1:30pm – 4:30pm
- Price: \$110.00 CAD/person
Based on a minimum of 15 people
- Timing may vary depending on weather and traffic conditions.
- This tour depends on weather conditions



Who do the world's most innovative companies choose for IP protection in Canada?

1

Ranked as a Tier One firm in patent prosecution, patent contentious, trademark prosecution and trademark/copyright contentious (*Managing Intellectual Property's 2013 World IP Survey*)

3

Ranked as a Band 1 firm in Canadian Intellectual Property Law (*Chambers Global – The World's Leading Lawyers for Business*, 2013 Edition)

2

Successful counsel in the Canadian Trademark Case of the Year (*Managing Intellectual Property's 2013 North America Awards*)

4

We have handled more patent and trademark applications than any other firm in Canada

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We look forward to seeing you in Toronto.

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