Trade-marks in Quebec and the Charter of the French Language: the end of a debate?

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According to information presently available, it appears that the Quebec government will forgo implementing legislative amendments that would have forced companies conducting business in Quebec to add a French descriptor to signs displaying their non-French trade-marks.

Instead, after some reflection and consultation, the government has apparently opted for regulations which will oblige companies to use French language on their facades. We will have to wait for draft regulations to know the full scope of these new obligations.

This decision will hopefully put an end to the debate on the necessity of adding a French descriptor to non-French trade-marks.

We are closely monitoring developments in this matter and will keep you informed once the draft regulations are published.

For any questions regarding the application of the Charter of the French Language in Quebec, please do not hesitate to contact members of our team.

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