

**First in Mississauga**

MISSISSAUGA BUSINESS

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# Don Hewson opens patent office

Trademarks, logos, patents, all everyday words yet the process for obtaining a patent or registering a logo or market name can be incredibly confusing.

Even though Mississauga is blessed with a large number of commercial and industrial outlets and a population of 225,000, Don Hewson is this area's only patent and trademark agent and he has just recently set up his own practice on the third floor of Dixie Plaza.

Mr. Hewson is not a lawyer but he is allowed to practise trademark and patent law under Federal charter. Mr. Hewson is called an agent and he is one of a small number in this country. There are only about 250 agents in all of Canada.

It is not easy to become an agent. Mr. Hewson is a professional engineer, he worked in Ottawa for a number of years in the Canadian Patent Office as an examiner. He had to pass a stringent set of exams just to be allowed to practise patent law.

Being a professional engineer is all important to his job. In filling out a submission for a patent, the item must be explained in detail and in such a way that the technical aspect can be understood not only from an engineering and operational aspect but also in such a way that it is set aside as a unique item worthy of a patent.

"Working in the Patent Office has given me an idea of what is good enough to warrant a patent.

"If the idea isn't any good, I'll tell the client," he told The Mississauga News.

What is a patent? It is, Mr. Hewson said, a "monopoly granted by the people to produce something for 17 years. . . . It is like a legal monopoly.

"Patents go back at least 500 years. They aren't new by any means.

"What it means is a person should be allowed to enjoy the fruits of his labor."

In Canada there are an estimated one million



**Don Hewson is Mississauga's first trademark and patent agent.**

patents being held. It usually takes about one to three years to get a patent through so it gives some idea of the activity in this area.

When he isn't trying to get patents for clients, Mr. Hewson is involved in the netherland of trademarks and registering logos.

Many firms hope that the name of the company or the symbol of the company will become instantly recognizable with the public and fierce competition is involved with keeping names and logos free of other

firms who would sell a similar product with a similar identifying name or symbol.

Mr. Hewson said an interesting example is Coke, a registered trademark of the Coca-Cola company. Coke has come to be almost a universal word for a cola-based soft drink but Coca-Cola is determined that Coke will be representative only of its drink and no one else's.

To that end, Coca-Cola has literally hundreds of field personnel around the world going up to counters and asking to buy a "Coke" which is then quickly analyzed. If the cola-based drink is not Coke, then there's going to be a reaction from the company.

Another example is "thermos" which is almost a worldwide generic name now for a vacuum bottle to hold hot or cold drinks. If, for instance, The Mississauga News states a "man was holding a thermos" this is incorrect. We should say he held a Thermos because the name is registered and a trademark of the firm.

The business world is expanding rapidly with new patents and new trademarks, especially an area like Mississauga which is burgeoning so quickly.

It is one of the reasons Don Hewson decided to set up shop in Mississauga because we did not have an agent before.

"But another reason is I've lived here all my life and it was about time to set up my own store, something I've wanted to do for a long time," he said.

Paul Hoog

Hewson, Don

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