Jordana Sanft
416-596-1083
jsanft@litigate.com

October 27, 2025

Toronto Bar Asked to Remove Post Featuring Blue Jays Logo

Interviewed by CBC News, Jordana Sanft explains why businesses should avoid using sports team's logos without permission, and why it’s essential for brands to actively protect their own trademarks to prevent consumer confusion and dilution.

Continue reading:
https://www.cbc.ca/news/canada/toronto/rogers-delete-sneaky-dees-blue-jays-post-9.6950340