



Business Information
In A Global Context

Advanced Forum on

Anti-Counterfeiting & Brand Protection

28 – 29 May 2008 • Angelo Hotel, Prague, Czech Republic

*Refining your anti-counterfeiting strategies through strategic
risk and resource management*

**Introducing
Your Chairs:**



Emily O'Connor
Senior Policy Manager
International Chamber of Commerce
BASCAP



Jacob Eisenberg
Head of IP Creation
Tom Tom

Meet your peers and get practical advice from:

V.F. Corporation
(Nautica, 7 For All Mankind, Jansport)
Richemont Group (Cartier, Montblanc)
International Chamber of Commerce
Puma
Tom Tom
Mishcon de Reya
Czech Customs Administration

Coca-Cola
Microsoft
Bird & Bird
Warner Bros.
Rouse & Co.
KPMG
Finnegan Henderson
eBay

Envisional
Davenport Lyons
Epson
Baker McKenzie
BASCAP
London Organising
Committee of the
Olympic Games



NETWORKING EVENT

**Registration includes cruise
along the Vltava River!**

INTERACTIVE PRE-CONFERENCE WORKSHOP:

**Practical Strategies for Utilising IP Rights to
Facilitate Asset Recovery and Minimise the Impact
of Counterfeiting on Brand Revenue**

See inside for full details

VISIT www.C5-Online.com/anticounterfeiting for updates!

**Supporting
Associations:**



Media Partners:



REGISTER NOW | tel: +44 (0) 20 7878 6888, web: C5-online.com/anticounterfeiting

C5's Advanced Forum on Anti-Counterfeiting and Brand Protection is your opportunity to meet peers from across the globe and enhance your understanding of the newest technologies, information and strategies available to protect your brand.

You will have the chance to learn how brand leaders are tackling counterfeiting from design creation to prosecution. The programme will be delivered with a more practical angle than other events in this space. This conference is designed not only to highlight key legal issues, but also to help enable you to maximise your budgetary and technological resources.



Register now for a complete insight into how to streamline and modernise your brand protection strategy! These two content-packed days will enable you to:

- Hear from eBay on how to work with online auction sites to prevent the sale of counterfeit goods
- Learn from a brand consultant for Nike, Guess?, and Abercrombie & Fitch, on how to train law enforcement agencies on how to protect your brand
- Navigate the cross-regional rights and remedies available with guidance from Epson
- Understand the current technologies being used for supply chain visibility and protection with a practical presentation by Microsoft
- Ensure you have a proper end-to-end strategy: Learn how to build a money laundering case against market sellers from Rouse & Co
- Let the Richemont Group (Cartier, Montblanc) educate you on how to build a global anti-counterfeiting strategy
- Gain insight into the new strategies employed against online pirates from Warner Bros

ABOUT YOUR CHAIRS

Emily O'Connor

Senior Policy Manager, International Chamber of Commerce, **BASCAP**



Emily O'Connor has been Senior Policy Manager for the International Chamber of Commerce's BASCAP (Business Action to Stop Counterfeiting and Piracy) initiative since 2006. Prior to joining the ICC in Paris, she worked with the U.S. State Department Office of the Legal Adviser, followed by several years managing cross-border corporate transactions at Debevoise & Plimpton in New York.

Jacob Eisenberg

Head of IP Creation, **TomTom**



Jacob Eisenberg has over 15 years experience with Intellectual Property. Starting out with a degree in Applied Physics from the Georgia Institute of Technology, Jacob went on to become a Patent Examiner with the United States Patent & Trademark Office. Jacob continued his education by obtaining a Juris Doctorate from the New England School of Law. Armed with his JD, Jacob went on to spend a few years in private practice before pursuing an in-house patent attorney track. Jacob has worked for large international corporations including MCI Worldcom, UBS and Siemens before joining TomTom in late 2006.

Who Should Attend

- Brand Owners
- In-house counsel
- Anti-counterfeiting managers
- Brand protection managers
- Outside counsel specialising in IP infringement and enforcement
- Trademark and patent attorneys
- Brand protection consultants



NETWORKING EVENT

Enjoy drinks and a buffet dinner aboard a Czech boat as you leisurely cruise down the Vltava River. Network with your fellow delegates and take the opportunity to get to know our distinguished panel of speakers outside the conference room. The boat trip takes approximately three hours and will pick up delegates at Frank Kafka Square at 18:30 and drop off delegates at Rašínovo Quay. Along the way you'll see some of Prague's finest sites and scenery such as Prague Castle, the neighbouring Strahov monastery, the stunning neo-Renaissance Rudolfinum, the St. Agnes Cloister and the Ministry of Industry and Trade.

Register today by calling **+44 (0) 20 7878 6888**, by faxing your registration form to **+44 (0) 20 7878 6896** or by registering online at **www.C5-Online.com/anticounterfeiting**.

GLOBAL SPONSORSHIP OPPORTUNITIES

C5, along with its affiliate organisation based in New York, American Conference Institute (ACI), works closely with sponsors to create the perfect business development solution. With over 500 conferences in the US, Europe, Russia and CIS, Canada and China, C5/ACI provides a diverse portfolio of first-class events tailored to the senior level executive. For more information about this event or our global portfolio, please contact: Colin Carter on +44(0)20 7878 6933 or email c.carter@C5-Online.com

Fax order form to +44 (0) 20 7878 6896 or register online at C5-online.com/AntiCounterfeiting

**Workshop: Tuesday 27 May 2008
3:00pm – 5:30pm**

Practical Strategies for Utilising IP Rights to Facilitate Asset Recovery and Minimise the Impact of Counterfeiting on Brand Revenue

Brand owners continue to struggle with disproportionate penalties which fail to deter counterfeiters or significantly diminish the financial resources that fuel their relentless criminal enterprise. This hands-on workshop is designed to enable your corporation or firm to immediately begin utilising an asset recovery strategy. Research shows that counterfeiters may be undeterred by criminal penalties because they retain all the profits from their counterfeit activity - profits which have been earned by exploiting your company's valuable intellectual property and brand reputation. Enable your brand to turn a profit despite legal, investigative and other costs. It isn't impossible. Deprive counterfeit sellers of the funding and not only will it be harder for them to restart operations but it will send a powerful message to other counterfeiters and would-be counterfeiters.

In this workshop you will:

- Experience an interactive workshop on how to incorporate a new and profitable approach to the problem of dealing with the theft of intellectual property rights
- Manoeuvre successfully through 'TuLIP' - Turning Losses into Profit - the new philosophy and global approach to fighting the theft of intellectual property rights
- Over the course of the workshop, assimilate the knowledge to enable your brand to construct an asset recovery-based enforcement strategy
- Understand the indispensable role of criminal enforcement agencies in your asset recovery plan
- Receive an update on recent relevant case law on asset recovery
- Learn how to use essential investigation techniques to accurately identify the appropriate targets for asset recovery
- Acquire the necessary skills to create an objective selection process in order to determine which targets to pursue
- Review the role of the preliminary injunctive process in your asset recovery strategy

Facilitated by:

Jeremy Hertzog

Partner

Mishcon de Reya (London, UK)



Jeremy leads Mishcon's IP Group and is a highly experienced IP litigator with more than 10 years of experience of all aspects of IP, ranging from trade marks, designs and copyright to complex patent disputes. In addition, Jeremy is one of the foremost anti-counterfeiting lawyers in the UK and has successfully executed in excess of 30 Without Notice Search and Freezing Orders.

DAY 1: WEDNESDAY 28 MAY 2008

8.00 Registration and Coffee

8.30 Opening Remarks from Conference Co-Chair



Emily O'Connor

Senior Policy Manager, International Chamber of Commerce,
Business Action to Stop Counterfeiting and Piracy (BASCAP)

CRITICAL UPDATES

8.45 Spotlight on Counterfeiting: Critical Update on Recent Developments Impacting Corporate Anti-Counterfeiting Efforts

- Recap of the global economic factors currently encouraging counterfeit production
 - Hear the key factors that turned counterfeiting from back alley to the sophisticated global business it is today
- Update on the effect of the IP Enforcement Directive (EU) on anti-counterfeiting efforts
- Learn about the developments in IP law you must be aware of
 - Insight into the proposed broadening of criminal sanctions in relation to your trademark protection

- Silk Alley©: Insight into the Chinese government's attempt to copyright the infamous counterfeit market
- Case Law updates
- Update on the priorities of key anti-counterfeiting industry groups
- Understand which industry-specific groups are attempting to influence legislative change through increased lobbying activity
 - Real life application: Examples and insights into the impact these updates have on V. F. Corporation's global brands

Barbara Kaplan

General Counsel, V.F. Corporation

(Seven for All Mankind, Jansport, The North Face)

Originally from New York, Ms Kaplan graduated magna cum laude from Harvard College and earned her law degree from New York University. Ms Kaplan has been Senior Counsel of V.F. Corporation for over ten years and now runs its global anti-counterfeiting program and is responsible for the worldwide enforcement of its many brands' intellectual property rights.

We recognise the VALUE of learning in teams
CONTACT US TO FIND OUT MORE!

To register call +44 (0) 20 7878 6888 or register online at C5-online.com/AntiCounterfeiting

CORPORATE ANTI-COUNTERFEITING STRATEGIES

9.30 Transforming Your Worldwide Anti-Counterfeiting Programme, Part I: Lessons from Richemont (Cartier, Montblanc)

- Developing a second-generation anti-counterfeiting plan that integrates internal and external resources
- Identifying your counterfeiting hotspots and examining the scale of counterfeit activity when moving into new business areas and regions
- Effectively communicating the financial implications of brand and IP erosion through counterfeiting across your business
 - Why counterfeiting needs to be a board-level issue
 - Increasing awareness with colleagues across the business from the top down
- Developing a systematic and thorough approach to anti-counterfeiting
- How Richemont is dealing with the growth in 'cyber-counterfeiting'
- Real life examples of successes and lessons learned at Richemont

Bharat Dube

Senior Counsel and Head of Enforcement,
Richemont Group



Mr Dube has been with the Richemont Group since 1990 and is responsible for the worldwide enforcement of such well-known brands as Cartier, Montblanc and Piaget. Prior to joining Richemont, Bharat was a consultant from 1986 to 1990 at the World Intellectual Property Organisation (WIPO). Bharat is a graduate of Harvard University (AB, magna cum laude, 1983) and Duke Law School (J.D. 1986).

10.15 Networking Break

10.30 Transforming Your Worldwide Anti-Counterfeiting Programme, Part II: Managing and Budgeting Considerations for a Results-Driven Anti-Counterfeiting Action Plan

- Dealing with the increase in the sophistication and organisation of anti-counterfeiting networks
- Structuring, budgeting and delivering anti-counterfeiting defences
- Allocating roles and responsibilities throughout your anti-counterfeiting team to protect IP rights and business objectives
- Employing internal resources
 - Using employees across the business to investigate online sales, auctions and monitor counterfeit activity
- Examples of corporate counterfeiting models
 - Region-by-region programme: adapting your strategy to the dynamics of the jurisdiction you operate in
 - Head-office monitored programmes

Mike Watson

Brand Protection, Emerging Markets
Cisco Systems Ltd

11.15 Best Practices and Key Considerations for Using Investigators as Part of your Anti-Counterfeiting Strategy

- What can trained investigators do to limit the proliferation of counterfeit products on the street and protect your brand?
- Key considerations when working with contracted investigators
 - Monitoring investigative activity to ensure investigators stay within the legal and ethical boundaries you have set
 - Safeguarding the identity of your investigators

- Enabling your employees to efficiently investigate online sales and auctions of counterfeit goods
- Distinguish the benefits of using in-house investigators and outside help
 - When should you hire full-time internal investigation staff?

Neil Narriman

Brand Protection Manager
Puma



Mr Narriman studied law and business law studies in Würzburg, Lausanne and Pforzheim. Prior to working with Puma, he worked in the brand protection department for Hugo Boss AG. He has been employed as the Senior Brand Protection Manager on a global scale for PUMA AG for the past two years.

12.00 Lunch

WORKING WITH ENFORCEMENT AGENCIES

1.15 Part I: Increasing Enforcement Success by Developing Successful Working Relationships with Customs, Legislators, and Law Enforcement Agencies

- How can brand owners create effective partnerships with government enforcement agencies?
 - Tracking counterfeiters across Europe by partnering with EU member states' law enforcement agencies
 - Working with and training customs
 - Improving relationships with local and international police bodies
- Which enforcement bodies should you prioritise?
- Facilitating IPR training programmes for foreign law enforcement officials, including the police, prosecutors, judges and customs officials
 - Deciding how much and how often training is necessary
 - When to use joint enforcement efforts with industry competitors and other brand owners
- Successfully allocating roles within your enforcement team and determining who should be involved
- Analysing the role of product identification training and how to incorporate it into your logistic structure

Mario Loaiza

Brand Protection Consultant for Tommy Hilfiger
Levi-Strauss, Nike and Adidas, **Mario Loaiza & Associates**



Mr Loaiza is the consultant for corporations including Levi Strauss & Co, Tommy Hilfiger USA, Calvin Klein, Nike, Johnson & Johnson, Novartis, 3M, General Motors, Quiksilver, Timberland, Walt Disney, Nautica, Abercrombie & Fitch, Dickies, Guess? and several others. As part of the brand protection initiatives for the Latin American region, Mr Loaiza established a training program designed for judges, prosecutors (fiscals), police officers and customs officers.

2.00 Part II: Czech Customs Case Study: How to Make It Easier For Customs Officials To Protect Your Brand

- Motivating the authorities to act on your intelligence
- Working backwards from the source of your supply chain within an authorised channel distribution system
- Example of how Czech customs are enforcing brand owner rights
- Overview of successful training schemes implemented
- Understanding how you can help customs with the current problems along the Czech-German border

Marketa Krcmarova

Head of IPR
Czech Customs Administration

2.45 Networking Break

PROTECTING AND MONITORING THE SUPPLY CHAIN

3.00 Fighting the Grey Market Head-On to Protect your Brand from Counterfeits, Look-alikes and Product Diversions

- Bridging the gap between license terms and license reality
- Examining your contractual rights and obtaining board-level sponsorship
- Establishing a successful audit programme: what should you include?
- Dealing with under-reporting and determining when under-reporting masks counterfeiting and piracy
- Policing your licensing activities effectively to minimise instances of fraud
- Determining how often you should audit your returns and utilising forensic accounting
- Creating successful partnerships with business partners to encourage responsible reporting

David Eastwood
Head of Audit UK
KPMG



David leads KPMG's intellectual property and contract governance team in Europe. He is a chartered accountant, a founder member of the Expert Witness Institute, a member of the Licensing Executives Society and a fellow of the Chartered Institute of Arbitrators.

3.45 Practical Ways of Ensuring the Protection and Visibility of Your Supply Chain: Industry Lessons from Microsoft

- Building products and process that enable the identification genuine products by partners and customers
- Understanding the challenges customs and other law enforcement officials have with the existing identification technologies
- Looking ahead at emerging technologies designed to protect your supply chain from overproduction and unauthorized exportation
- Forensics techniques used in enforcement and intelligence building
- Measuring success
 - Demonstration of how Microsoft uses intelligence to improve enforcement

Donal Keating
Worldwide Forensics Manager
Microsoft



Mr Keating currently works with the Microsoft Law and Corporate Affairs (LCA) group where he runs their world wide forensic investigation unit. His role today includes supporting the business intelligence and investigative resources in Microsoft, and appearing in court around the world on behalf of Microsoft, identifying counterfeits and testifying to the damage counterfeit production causes.

4.30 Thinking Outside the Box: Inventive Techniques to Curb Supply into China

- Insight into anti-counterfeiting in the toy industry
- Learn how an American toy company is utilising unconventional strategies to curb the supply of counterfeits into the Chinese markets:
 - Taking advantage of fear of the Chinese government and regulators

- Profit from Play Visions experience with industry and factory spies
- Understand what steps you can take at trade shows and conventions to prevent the copy of your designs
- Capitalise on the gossip factor: spread the word about penalties for infringing on your intellectual property

Mark Chemick*
Executive Director
Play Visions Inc

5.15 Closing Remarks from Co-Chair

5.30 Conference Adjourns for the Day

6.30-10.30 Networking Event



Enjoy drinks and a buffet dinner aboard a Czech boat as you glide leisurely down the Vltava River. Network with your fellow delegates and take the opportunity to get to know our distinguished panel of speakers outside the conference room. The boat trip takes approximately three hours and will pick up delegates at Frank Kafka Square at 18:30 and drop off delegates at Rašínovo Quay. Along the way you'll see some of Prague's finest sites and scenery such as Prague Castle, the neighbouring Strahov monastery, the stunning neo-Renaissance Rudolfinum, the St. Agnes Cloister and the Ministry of Industry and Trade.

DAY 2: THURSDAY 29 MAY 2008

8.00 Registration and Coffee

8.30 Co-Chair's Opening Remarks



Jacob Eisenberg
General Counsel
Tom Tom

COMBATING ONLINE THREATS

8.45 Putting Together a Results Driven Strategy to Minimise Internet Based Counterfeit Trading, Part I: Creative Solutions for Protecting your IP on the Net

- What to do when you spot internet counterfeiting
 - Investigating who is running and controlling the websites that promote and advertise counterfeit goods
 - Working with website owners
- The latest on auctions (eBay etc) and B2C sites as indicators of counterfeit activity
- Detecting online criminal collaboration and making it work for you
- Using the internet to provide clues for investigators to link identities across sites and sales
- How to successfully search for similar names, IP addresses, phone numbers, keywords, product photos and logos
- Lying in wait: what to do if you can't take action
- Update on measures current effective measures and beneficial political developments

Ian Shircore
Head of Marketing
Envisional, Inc.



Ian is Head of Marketing for Envisional, the UK leader in online counterfeit monitoring, and an active member of the Anti-Counterfeiting Group's Internet and Brand Protection committees. Ian is the author of half a dozen business books and his new book, *Counterfeiting: Crime of the Century*, is due to be published later this year.

9.30 Putting Together a Results Driven Strategy to Minimise Internet Based Counterfeit Trading, Part II: Creative Solutions for Protecting your IP on the Net

- Explanation of the WB AP organisational chart and joint resources with NBCU
- Overview of the WB internet enforcement strategy for commercial pirates (i.e. criminal referrals and civil actions through local APO)
- Insight into the WB internet enforcement strategy in respect of general P2P user population, i.e. education through graduated response
- Learn how WB cooperates with ISPs and is implementing the graduated response system through commercial deals and sectoral agreements
- Hear about where else ISP cooperation is on the agenda (Olivennes, ISPA, Renfors)

Neil Boyd

Legal Counsel for Anti-Piracy Operations in EMEA, Warner Bros.

Before joining Warner Bros. Anti-Piracy Group, Mr Boyd spent 7 years as Legal Advisor at the International Federation of the Phonographic Industry (IFPI). He currently serves as Anti-Piracy Counsel for the regions of Europe, the Middle East and Africa (EMEA) a post that he has held since October 2006.

10.15 eBay Answers: Working With Auction Sites and Online Sellers To Prevent The Sale Of Counterfeit Goods

- Acquire an overview of the vehicles currently available to alert online auctions to the sale of counterfeit goods
- Improve your knowledge of the proactive anti-counterfeiting measures available to protect your brand
 - Insight into VeRo programme and other proactive anti-counterfeit measures eBay are using
 - Learn how to efficiently work with eBay to remove counterfeit sales and pursue infringers
- Deciphering who is liable for counterfeit items being offered online
- Current thinking at eBay about claims being brought

Alexandre Menais

Director of Legal and Public Affairs
eBay, France



Prior to working with eBay, Mr Menais worked for Lovells as a senior associate and for Xerox as the Director of the legal department. Mr Menais is a co-founding member of Juriscom.net, a leading IT website. He regularly writes articles on information society law and conducts conferences on e-commerce. He is also a board member of the Cercle Montesquieu and member of Cyberlex.

11.00 Networking Break

CONSUMER AWARENESS AND EDUCATION

11.15 Part I: Fakes from the Consumer Perspective: Exposing the Myths

- Exposing the common myths about consumers of fakes and the social acceptance in society of fakes
 - Exploring the benefit of raising awareness of the proliferation of counterfeit goods (techniques that work). Do current methods work – how to measure ROI?
- Deciphering who should bear responsibility for consumer awareness
- Gain an overview of common unanticipated drawbacks of raising the profile of counterfeit goods and hotspots
 - Identifying the difficulties of appealing to the target market

- Are cross-industry initiatives better than company-by-company campaigns?
- Promoting awareness for goods that are unable to advertise
- Developing an integrated anti-counterfeiting consumer awareness plan involving industry-specific, multifunctional internal and external resources

Simon Tracey

Head of IP and Brands
Davenport Lyons



Simon is responsible for Davenport Lyons' Intellectual Property & Brands practice and leads the firm's highly praised trade mark filing and prosecution team. He is a regular media commentator having appeared many times on Sky News and the BBC. Simon also conceived and is the editor of Davenport Lyons' annual market leading report, Counterfeiting Luxury: Exposing the Myths.

12.00 Part II: Insight into a Successful Anti-Counterfeiting Education Initiative

- Hear what BASCAP and the LOCOG are doing to fight counterfeiting from both the supply and demand sides
- Understand how the LOCOG puts together a global initiative to make supporters and participants in the Olympics aware of the effect of purchasing counterfeit goods.
- How your brand can get involved with BASCAP and the World Intellectual Property Organization as they undertake a global consumer awareness initiative
- Learn how BASCAP is creating a standardized media kit for organizations and brands to educate consumers with easily identifiable anti-counterfeiting icons and slogans
- Examples of current anti-counterfeiting messages and campaigns from companies, governments, and organizations from around the world



Emily O'Connor

Senior Policy Manager, International Chamber of Commerce Business Action to Stop Counterfeiting and Piracy (BASCAP)

Farisha Constable

Manager-Brand Protection, The London Organising Committee of the Olympic Games and Paralympic Games Ltd



Farisha joined LOCOG in May 2006 from an Internet company where she practised intellectual property, information technology and commercial law. She is now responsible for enforcing and protecting LOCOG's intellectual property, and for establishing and implementing LOCOG's anti-counterfeiting strategy which includes managing the process of raising awareness and education in this area and taking action where necessary.

12.45 Lunch

LEGISLATIVE AND IP UPDATES

2.00 Part I: Pro-Active Trademark Strategies for Brand Owners

- Understanding the latest filing and enforcement strategies to maximize TM protection
 - How to make efficient use of international and regional filing systems
 - Identifying the right targets to tackle
 - Striking the right balance between cost and benefit
- Integrating branding objectives into your strategy
- Enable your brand to identify the right countries to focus on which to focus your resources
- How to avoid common pitfalls when preparing your trademark strategy
- Practical alternatives in the arena of trademark protection
 - Is design protection worth the hassle?
 - Can copyright really contribute to the protection?

Dr Nicolas Passadelis
Partner
Baker McKenzie



Dr Nicolas Passadelis is a partner with the IP Law Practice Group in the Zurich office of Baker & McKenzie. He is a lecturer at the Swiss Federal Institute of Technology in Zurich and at the Zurich University of Applied Sciences in Winterthur.

2.45 **Part II: Update International IP Laws and Conducting Successful IP Cases to Minimise Counterfeiting Exposure**

- Familiarising yourself with legislation in areas of major counterfeit production activity
 - Focus on the EU, Turkey and Russia
- Maintaining your rights in emerging economies
- Enhancing knowledge of rights and remedies available at the regional level
- Effectively campaigning and communicating with local government to raise awareness of IP theft
- Building a solid IP case: what's needed?

Bodo Bredahl
IPR Legal Manager
Epson



Mr Bredahl has been practicing trademark and intellectual property protection for almost 14 years. Prior to joining Epson, he served as a judge in Cologne and Potsdam, Germany. He has been the IPR Legal Manager for CISEMEA, EPSON EUROPE B.V., for almost 10 years.

3.30 **Networking Break**

3.45 **Case Study: Managing Coca-Cola's Trademark Portfolio**

- Insight into Coca-Cola's overall strategy to protect its global IP portfolio
 - Gain vital insight into the pre-registration protection mechanisms employed by Coca-Cola
 - Grasp the techniques Coca-Cola uses to monitor and spot infringement
 - Discover what counterfeiting hotspots Coca-Cola is focusing on and what unique problems these areas present
- Overview of how Coca-Cola determines operable markets for anti-counterfeiting measures
- Determining the similarities between Coca-Cola's brand objectives and your own when it comes to infringement cases
- Descriptions and analysis of several real-life examples of brand protection from Coca-Cola

Nicholas Studler
Trademark Attorney
The Coca-Cola Company



Before joining The Coca-Cola Company, Mr Studler held a position as a Law Clerk for the High Regional Court of Vienna and practiced with one of Austria's leading law firms. Currently, Mr Studler is a Trademark Attorney with The Coca-Cola Company's Eurasia Group. He is responsible for all trademark and other IP matters of The Coca-Cola Company and its subsidiaries in 47 countries.

4.30 **New Liability for Market Sellers: Building a Solid Money Laundering Case Against Parties Permitting the Sale of Counterfeit Goods**

- Assessing the practical tools for utilising the laws concerning money laundering to impose criminal liability for those who allow the sale of counterfeit and pirated goods to occur on their premises

- Overview of possible penalties for money laundering
- Critical comparison a money laundering case with a landlord liability action
- Real life UK case study of a successful prosecution: Hertfordshire Trading Standards 2006 action against Wendy Fair Markets in July 2006
 - Key case elements
 - Conviction of company directors of money laundering offences centred around knowingly taking money (rent) from stallholders selling counterfeit and pirate goods

Stuart Adams
Head of international Enforcement Services,
Rouse & Co. International



Mr Adams is the Deputy Chief Executive of Rouse & Co. International, with responsibility for overseeing IP enforcement. He joined Rouse & Co. International in May 1992 from the Trade Marks Department of The Wellcome Foundation Limited (now GlaxoSmithKline).

5.15 **Current Affairs: Legislative and Case Law Update from Across the Globe**

- Current case and legislative updates from the US, Europe and Asia
 - Which government and non-government organisations are doing the most to lobby for your intellectual property rights?
 - Which cases are having a direct impact on your ability to enforce your rights across jurisdictions
 - The future of worldwide intellectual property law
- Updates from the US on measurement of damages, ex parte seizures and the potential for contributory infringement liability for credit card companies that continue to knowingly process payments for purchases of counterfeit materials.
 - Cartier v. Aaron Faber Inc, Beltronics USA, Inc. v. Midwest Inventory Distribution LLC, Perfect 10, Inc. v. Visa Intern.
 - Legislative proposals to increase maximum criminal penalties for counterfeiting offenses that endanger lives
- Updates from the EU on customs procedures and emerging legislation

B. Brett Heavner
Partner
Finnegan, Henderson, Farabow, Garrett & Dunner LLP



Mr Heavner is a partner in the firm's Trademark and Copyright Practice Group. His practice includes trademark infringement, counterfeiting, and false advertising litigation. He has significant experience in all aspects of domestic and foreign trademark prosecution, as well as experience with cancellation and opposition proceedings before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office.

Uwe Lüken
Partner
Bird & Bird



Mr Lüken is a partner with the International Law Firm Bird & Bird, located in Düsseldorf, Germany. He specialises in non-technical intellectual property and in particular in trade marks, competition, design and copyrights. He is co-editor of 'Stöckel/Lüken, Handbook Trade Mark and Designs' and chairs the Emerging Issues Subcommittee: 'Design Rights' for INTA.

6.00 **Closing Remarks from Chair**

6.15 **Close of Conference**

*Denotes speaker to be confirmed

Anti-Counterfeiting & Brand Protection

Refining your anti-counterfeiting strategies through strategic risk and resource management



Business Information
In A Global Context

PRIORITY SERVICE CODE

750L08.WEB

5

EASY WAYS TO REGISTER



REGISTRATIONS & ENQUIRIES
+44 (0) 20 7878 6888



EMAIL registrations@C5-Online.com



WEBSITE www.C5-Online.com/AntiCounterfeiting



FAX +44 (0) 20 7878 6896



PLEASE RETURN TO
C5, Customer Care, Albert House,
1-4 Singer Street, London EC2A 4BQ

SELECT PACKAGE	Register & Pay by 26 Mar, 2008	Register & Pay by 30 Apr, 2008	Register & Pay After 30 Apr, 2008
Main conference only	£1299	£1399	£1599
Full conference including Master Classes	£1898	£1998	£2198
Master Class only	£599	£599	£599

TITLE	FIRST NAME
SURNAME	POSITION
APPROVING MANAGER	
COMPANY/FIRM	
ADDRESS	
CITY	
POST CODE	COUNTRY
PHONE INTL. CODE	PHONE
EMAIL	
TYPE OF BUSINESS	FAX

ADMINISTRATION DETAILS

CONFERENCE

Date: 28 – 29 May 2008

Time: 8.45am (Registration and distribution of documentation from 8.15am)

Venue: Angelo Hotel, Prague

Address: CZ-150 00 Prague 5, Radlicka 1g

Tel: +420 234 80 1111 Fax: +420 234 80 9999

Underground: Angelo

WORKSHOP

Date: Tuesday 27 May 2008

Time: 3.00pm to 5.30pm

HOTEL ACCOMMODATION

An allocation of bedrooms is being held for delegates at a negotiated rate until 27 April 2008. Please call Venue Search on +44 (0) 20 8541 5656 or email beds@venuesearch.co.uk. Please note that lower rates may be available when booking via the internet or direct with the hotel, but different cancellation policies may apply.

CONTINUING EDUCATION

14.5 hours (conference only) plus 2.5 hours for the workshop towards Continuing Professional Development hours (Law Society Reference No: BJEUFO)

DOCUMENTATION

If you are not able to attend, you can buy copies of the presentations provided to delegates on the day of the event. Please send us this completed booking form together with payment of £350 per copy requested. For further information please call +44 (0) 207 878 6888 or email enquiries@c5-online.com.

PAYMENT POLICY

Payment must be received in full by the conference date. All discounts will be applied to the Main Conference Only fee (excluding add-ons), cannot be combined with any other offer, and must be paid in full at time of order. Group discounts available to individuals employed by the same organization.

CANCELLATION POLICY

All cancellations must be submitted to C5 in writing, prior to 15 April 2008 and are liable to a 25% cancellation fee. We regret that cancellations or bookings received after 15 April 2008 cannot be refunded or credited. Substitutions are permitted, and must be notified in writing.

INCORRECT MAILING INFORMATION: If you receive a duplicate mailing of this brochure or would like us to change any of your details, please email c.aggarwal@C5-Online.com or fax the label on this brochure to +44 (0) 20 7878 6887. To view our privacy policy go to www.c5-online.com/privacy_policy_statement.

- If you do not wish to receive mailings from other companies indicate here
 Please delete me from your mailing list

Please note, C5 reserves the right to alter without notice, the programme, sessions and speakers described for this event.

CALL FOR GROUP DISCOUNTS

Book 4+ places and save ££££. Call +44 (0) 20 7878 6888 for details.

3 EASY WAYS TO PAY

EVENT CODE: 750L08-PRA

1 BY CREDIT CARD

Please charge my AMEX VISA MasterCard

Card Number

Exp. Date

Valid From

Holder's Name

2 BY CHEQUE

I have enclosed a cheque for £ _____ made payable to C5

3 BY BANK TRANSFER (including EUR/US Dollar payments)

To pay by Bank Transfer please quote the conference code 750L08 and the name of the delegate in the transfer instructions. Transfers should be made to Natwest Bank, Finsbury Sq. Branch, 78 Finsbury Pavement, London, UK, EC2A 1JA. Account Name: **C5**

GBP£ Account Number: 0080688470 VAT num: 607 9186 19
IBAN Number: GB25NWBK 6008 23806884 70

Euro€ Account Number: 0064382427
IBAN Number: GB72NWBK 60721464382427

USD\$ Account Number: 140/00/40029999 NXDBCCHK-USD00
IBAN Number: GB09NWBK 6073 0140 0299 99
Sort Code: 600823 IBAN BIC: NWBK GB2L

FOR MULTIPLE DELEGATE BOOKINGS PLEASE COPY THIS FORM

I AGREE TO THE TERMS OF THIS BOOKING FORM

SIGNATURE

DATE