

10th International Trademark Conference 2009



Key topics

- Latest Developments at WIPO, OHIM and USPTO
- EU Harmonisation Challenges and Case Law of the ECJ
- Best Practices: IP Strategies, Business Models, Anti-counterfeiting
- Trademarks on the Internet, Domains & Internet Auctions

Speakers

Chairman:

Alexander von Mühlendahl

Bardehle Pagenberg Dost
Altenburg Geissler, Munich

Guido Baumgartner

Coty Prestige Lancaster Group GmbH,
Mainz

Luis Berenguer Giménez

Luis Berenguer & Asociados
(LBA), Alicante

Lynne Beresford

USPTO, Alexandria, Virginia

Torsten Bettinger

Bettinger Schneider Schramm,
Munich

Grégoire Bisson

WIPO, Geneva

Michael Fammler

Baker & McKenzie, Frankfurt

Chairman:

Joff Wild

World Trademark Review,
London

Natalia Gulyaeva

LOVELLS CIS,
Moscow

Marko Ilešič

Court of Justice of the European
Communities, Luxembourg

Lucy Nichols

Nokia Corporation, Beijing, INTA

Vincent O'Reilly

OHIM, Alicante

Simon Reeves

AstraZeneca, London, ECTA

Martin Schlötelburg

OHIM, Alicante

**An established tradition!
Pre-conference workshops:**

- **Cross-border Licensing**
- **Domain Law**
- **Internet Auctions**

David Taylor

LOVELLS LLP,
Paris

Jef Vandekerckhove

Philips IP & Standards,
Eindhoven

Olivér Várhelyi

European Commission, Brussels

Marc von Samson-Himmelstjerna

ebay International, Bern

Uli Widmaier

Pattishall McAuliffe Newbury
Hilliard & Geraldson LLP, Chicago

Introduction

We are delighted to announce that the FORUM Institute's 10th International Trademark Conference will be held from 7-8 May 2009 at the Office for Harmonization in the Internal Market in Alicante. OHIM welcomes any initiative oriented towards the dissemination of Community Trademark and Community Design systems and invites all professionals from industry and private practice to attend this important trademark event.

Following the conferences held in Munich, Alicante, The Hague and Geneva, the 10th International Trademark Conference will once again feature a highly topical program, which will offer you the unique opportunity to find the answers to your questions and keep up-to-date with the most important developments.

To meet the needs of IP practitioners, a highly distinguished panel of international experts will focus on the most topical issues affecting today's trademark, design and domain law. The emphasis will be on key questions relating to the Madrid and The Hague Systems for International Registration, the latest developments at WIPO, OHIM and USPTO, cross-border licensing and the latest news on the domain name system. We will closely look at U.S. and Russian practices and pay special attention to the latest developments in the EU on trademark and design policies. The problem of counterfeiting as one of today's most important issues and the challenges that trademark holders in every country face with the expansion of e-commerce will be discussed in detail.

Thus, the 10th International Trademark Conference will bring together IP experts from around the world and offer you a forum for professional networking.

Bienvenidos and welcome to the 10th International Trademark Conference!



Sabine Blanke
Rechtsanwältin, Conference Manager

Who should attend

This conference is designed for all intellectual property practitioners, in particular:

- Trademark agents
- Corporate trademark counsels
- Intellectual property consultants
- Legal advisers
- Attorneys, solicitors, barristers
- Judges
- Academics
- Civil servants responsible for trademarks, design and domains
- Experienced paralegals

as well as company executives with a special interest in intellectual property protection.

Pre-conference Workshops:

Delegates have the opportunity to choose one of three pre-conference workshops to be held on May 6th. Do not miss the opportunity to benefit from the in-depth knowledge and experience of the respective speakers:

■ Licensing Law – IPR Issues in Cross-border Licensing

Natalia Gulyaeva, Uli Widmaier

■ Domain Law – Domain Names, the Big Picture & Domain Name Strategy

David Taylor, Torsten Bettinger

■ Internet Auctions – Fakes Unlimited?

Guido Baumgartner, Marc von Samson-Himmelstjerna

In order to register, please refer to the specific registration form of the workshop brochure. The brochure can be ordered at +49-6221-500-660.

Chairmen



Alexander von Mühlendahl

Rechtsanwalt, Bardehle Pagenberg, Munich,
former Vice-President of OHIM



Joff Wild

Editor in chief,
World Trademark Review, London

Thursday, 7 May 2009

8.30 am Registration of delegates and coffee

9.00 am

Chairman's Introduction

Alexander von Mühlendahl

Opening address

Vincent O'Reilly

International Registration of Trademarks

9.20 am

WIPO: Experience with the Madrid System and The Hague System

Grégoire Bisson

9.50 am

Latest Developments at OHIM

Vincent O'Reilly

10.20 am Morning break

10.40 am

US Practice: Relative Examination and its benefits to trademark owners

Lynne Beresford

EU Harmonisation Challenges

11.15 am

Enforcement of Trademark Protection in Europe

Simon Reeves

11.45 am

Latest Developments in the EU on Trademark and Design Policies

Olivér Várhelyi

12.15 am

Case Law of the European Court of Justice

Judge Marko Ilešič

1.00 am Lunch

2.30 pm

Panel and Discussion: EU Harmonisation Challenges

Alexander von Mühlendahl, Judge Marko Ilešič, Olivér Várhelyi, Simon Reeves, Vincent O'Reilly

3.15 pm Afternoon break

Trademarks and Related Rights

3.45 pm

Case Law in Design Matters

Martin Schlötelburg

4.15 pm

Geographical Indications: Protection in Europe and the World

Luis Berenguer Giménez

4.45 pm Discussion

7.30 pm Conference Dinner



Enjoy Spanish hospitality at its finest at the official conference dinner!

The 10th International Trademark Conference Dinner will be held at a specially selected restaurant. It has been arranged to facilitate networking among delegates and speakers. Enjoy a night of fine Spanish food and wine and experience a lively exchange of views in an elegant but relaxed atmosphere.

Friday, 8 May 2009

9.00 am

Chairman's Introduction

Joff Wild

Best Practices

9.15 am

US Practice – a Practitioner's Look at Serious PTO Pitfalls

Uli Widmaier

9.45 am

Measures to Fight Counterfeiting – Status in Russia

Natalia Gulyaeva

10.15 am

Dispute Resolution by Agreement?

Michael Fammler

10.45 am Morning break

11.10 am

IP Strategies and Business Models

Jef Vandekerckhove

11.45 am

Developing a Global Anti-Counterfeiting Strategy

Lucy Nichols

1.00 am Lunch

Trademarks on the Internet & Domains

2.30 pm

e-Trafficking of Counterfeits: Response and Responsibility

Guido Baumgartner

3.00 pm

The Liability of Electronic Auction Platforms

Marc von Samson-Himmelstjerna

3.40 pm Afternoon break

4.00 pm

Domain Name Developments and the Protection of IP Rights

David Taylor

4.30 pm

ICANN's New gTLD Program: Application Procedure and Dispute Resolution

Torsten Bettinger

5.00 pm

Discussion and Concluding Remarks

5.30 pm End of conference



Speakers



Guido Baumgartner

Director Global Brand Protection, Coty Prestige Lancaster Group GmbH, Mainz



Vincent O'Reilly

Director of the Department for Industrial Property Policy, OHIM, Alicante



Luis Berenguer Giménez

Abogado, Luis Berenguer & Asociados (LBA), Alicante



Simon Reeves

Director of Trademarks at AstraZeneca, London, President of ECTA



Lynne Beresford

Commissioner for Trademarks, USPTO, Alexandria, Virginia



Martin Schlötelburg

Coordinator, Designs Department, OHIM, Alicante



Torsten Bettinger

Rechtsanwalt, Partner, Bettinger Schneider Schramm, Munich, Panellist for the WIPO's Arbitration and Mediation Centre



David Taylor

Attorney at Law, Partner, LOVELLS LLP, Paris, Panellist for the WIPO's Arbitration and Mediation Centre



Grégoire Bisson

Head of International Registration Systems Legal Service, WIPO, Geneva



Jef Vandekerckhove

Portfolio Manager, Philips IP & Standards, Eindhoven, WTR Industry Award 2008: Europe, Middle East & Africa Team of the Year



Michael Fammler

Rechtsanwalt, Partner, Head of German IP Practice at Baker & McKenzie, Frankfurt



Olivér Várhelyi

European Commission, Head of Unit D2 in the Internal Market and Services DG, Industrial Property Unit, Brussels



Natalia Gulyaeva

Attorney at Law, Partner, Head of IP, media and technology, LOVELLS CIS, Moscow



Marc von Samson-Himmelstjerna

Director Legal, ebay International AG, Bern



Marko Ilešič

Judge at the Court of Justice of the European Communities, Luxembourg



Uli Widmaier

Attorney at Law, Partner, Pattishall McAuliffe Newbury Hilliard & Geraldson LLP, Chicago



Lucy Nichols

Director Global Brand Protection, Nokia Corporation, Beijing, Chairman of INTA's Anti-Counterfeiting and Enforcement Committee 2008/2009

Registration at registration@forum-institut.com or by fax +49 6221 500-555

Registration Form

- 10th International Trademark Conference 2009
7 – 8 May 2009 OHIM, Alicante
- Please send me the brochure of the three parallel
Pre-conference Workshops on 6 May 2009
- I am interested in further information about FORUM events and
I agree that this information will be transmitted to me via e-Mail.

Name

Position

Company

Street

Postal Code/City/Country

Tel. no.

Fax no.

E-mail

Contact person at office

Date, signature

The correct way to register

Information:

FORUM · Institut für Management GmbH
PO Box 10 50 60 · D-69040 Heidelberg · Germany

Registration-hotline: +49 6221 500-501

Conference-no. 09 05 120 I

Date:

7 May 2009	8.30 am – 9.00 am	Registration
	9.00 am – 5.00 pm	Conference
	7.30 pm	Conference dinner
8 May 2009	9.00 am – 5.30 pm	Conference

Venue:

Office for Harmonization in the Internal Market
Avenida de Europa, 4 · 03008 Alicante, Spain

Fee:

€ 1.490,-. The fee includes course documentation as well as mid-session refreshments, lunch on 7 & 8 May 2009 and the dinner on 7 May 2009. The invoice and confirmation will be forwarded to you.

Early Bird Registration: Booked by 28 February 2009:

€ 1.390,-.

Hotel Accommodation:

A list of hotels will be supplied with your confirmation. For more detailed information, please visit www.trademarkconference.com

Sponsorship Opportunities

This event will provide an excellent opportunity to promote services and products to senior level decision makers. For details on the opportunities available from insertion of promotional literature in the delegate pack to full conference sponsorship, please contact: Sina Ragozet, Tel. +49 6221 500-534, s.ragozet@forum-institut.de

Information



For detailed information please contact:

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Rechtsanwältin, Conference manager

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Terms & Conditions

Our general terms and conditions, last modified on 20th November 2008, apply to all issues. You can see our general terms and conditions at: www.forum-institut.de/agb.pdf or you can request a hardcopy from us at any time.

We recommend taking out a cancellation insurance (see: www.erv.de).