



With support from



16th International Trademark Conference

Focus 2017: implementation of the EU TM Reform

What to expect

- EU Trademark Reform: implementing regulation and delegated acts, 'hot' material law questions explained in detail
- BoA and CJEU: trademarks and designs case-law update
- Brexit: practical consequences for trademark owners – recommendations
- Get in touch: with EUIPO experts and learn best practices

Your key speakers



Christian Archambeau

Deputy Executive Director,
European Union Intellectual Property
Office,
Alicante (Spain)



Ruta Olmane

President,
European Communities Trade Mark
Association,
Brussels (Belgium)

Chairmen



F. Peter Müller

European Patent and Trade Mark
Attorney,
Müller, Schupfner & Partner,
Munich (Germany)



Thierry van Innis

Attorney at Law, Van Innis & Delarue,
Brussels (Belgium)

Supported by



8 - 9 November 2017 at the EUIPO/Alicante (Spain)

Welcome

FORUM Institut's 16th Trademark Conference will be held in Alicante directly at the EUIPO from 8 - 10 November 2017.

This annual summit provides trademark practitioners from around the world with the opportunity to meet EUIPO examiners and international trademark law experts and facilitates fruitful discussions. The conference brings world-class international experts from private practice together with officials and industry representatives in order to debate and deliberate on the most important issues affecting today's trademark and design law from all practical perspectives.

The first day focuses on recent developments in EU trademark law, especially the implementation of the EU trademark reform. Case-law of the courts in Luxemburg and EUIPO decisions and appeals on trademarks complete the first day.

The second day is devoted to the details of the EU trademark reform and EU designs case-law by the European Court of Justice, the European Court and by the EUIPO Boards of Appeal. Moreover, the experts will discuss the most recent questions in trademark law.

The third day gives you the opportunity to book one of **two workshops** that deal with opposition and appeals at the EUIPO.

We look forward to seeing you in Alicante.

Who you will meet at the event

- Chief Executive Officers
- General/IP/Trademark Counsels
- Heads of Trademark/IP Department
- IP/Trademark Advisors/Managers/Portfolio Managers/Specialists
- Brand Enforcement/Brand Protection Managers
- European Trademark/Patent Attorneys
- IP/Trademark Attorneys
- IP/Trademark Paralegals

Further Web Information

Find more about the conference:
visit www.trademarkconference.com

Testimonials 2016

- 'Excellent.'
Adriana Ipanema Moreira, IP Attorney, Dannemann Siemsen, Rio de Janeiro (Brazil)
- 'A lot of conference materials presents the important things for IP practitioners. An interesting conference and useful for all IP practitioners.'
Ioana Dragulin, Trademark Attorney, Rominvent, Bucarest (Romania)
- 'Well organized, friendly atmosphere, many information and facts given by specialists.'
Natalia Drabek, Senior Trademark Specialist, Grupa Maspex, Warsaw (Poland)
- 'It was awesome to spend some time in Alicante with friendly IP practitioners, colleagues, exchanging opinions and experiences as well as listening to great sessions regarding 'hot' IP topics.'
Madalena Pacheco, Trademarks Department, Raul César Ferreira, Lisbon (Portugal)
- 'I attended to gain more practical and up to date knowledge and I have gained that and to network which was also successful.'
Alexmarie Alberto, IP Trademark Analyst, Philips International, Intellectual Property & Standards, Eindhoven (The Netherlands)
- 'A very good mix of more theoretical discussions and also a more hands-on perspective. Overall very good speakers.'
In-house Trademark Manager
- 'Practical aspects concerning the changes that will apply to CTMR were discussed. Good conference, quality discussions and topics.'
European Patent and Trademark Attorney from private practice

Tuesday, 7 November 2017

16:00 Optional evening pre-registration in the lobby of the Meliá Hotel

17:30

Pre-seminar: structure, organization and history of the EUIPO in Alicante

Théophile Margellos (EUIPO), Sven Stürmann (EUIPO)

19:30 Dinner at the Meliá Hotel Alicante

21:00

Get-together at the Harbour Terrace

- Especially for those who arrive earlier
- Chance to meet other participants and speakers
- Enjoy a drink at the open air harbour patio* near the Meliá Hotel

* depending on weather conditions

Wednesday, 8 November 2017

09:30 Registration and welcome tea and coffee at the EUIPO

10:00

Opening and welcome by the chairman

Peter F. Müller (Müller, Schupfner & Partner)

Welcome to the EUIPO

10:15

News & trends in EU trademarks and what practitioners expect from the EUIPO

Christian Archambeau (EUIPO), Peter F. Müller (Müller, Schupfner & Partner), Cristina Bercial (Casalonga)

Questions & audience discussion

11:30 Tea and coffee/networking break

EU trademarks: 12 months re- and preview

11:50

EU Trademark Reform: the new implementing regulation and delegated acts

Peter F. Müller (Müller, Schupfner & Partner), Hugh O'Neill (EUIPO), Cristina Bercial (Casalonga), Myrtha Hurtado Rivas (Novartis International AG)

12:30

Brexit: practical consequences for trademark owners - recommendations

Peter F. Müller (Müller, Schupfner & Partner)

13:00

Customs procedures: goods in transit – the Maltesian experience

Luigi Sansone (Salomone & Sansone)

13:30 Business lunch/networking

EU trademarks case-law update

14:30

20 years of Boards of Appeal: best of case-law

Gordon Humphreys (EUIPO)

15:00

BoA trademark case-law update

Case presentation and counterstatement by Philipp von Kapff (EUIPO), practitioner's statement by Andreas Renck (Hogan Lovells)

- Decisions of the Grand Board of Appeal
- Important decisions in absolute/relative grounds cases
- Q&A session

16:00 Tea and coffee/networking break

16:30

CJEU trademark case-law update

Case presentation and counterstatement by Georgios Gryllos (EU General Court), practitioner's statement by Andreas Renck (Hogan Lovells)

- Laguiole (C-598/14 P): national law under Article 8(4) of Regulation 207/2009
- Deluxe (C-437/15 P): circumstances under which the Boards of Appeal can adopt a 'general' statement of reasons
- Indeutsch (T-20/16): importance of the sign 'as registered' vs 'as used'
- Cipriani (T-343/14): bad faith and right to a name of a well-known person
- Rosenich (T-527/14): hierarchy of norms – international law
- Further relevant current decisions that have not yet been published
- Q&A session

17:45

End of Day 1

Bus transfer to Alicante (City Centre & Meliá Hotel)

20:00

Conference Dinner:

Spanish hospitality at its finest!

Enjoy an appetizer on the terrace with a view over the Alicante Yacht Harbour and learn more about the typical Spanish cuisine at The Yacht Harbour Restaurant. Enjoy a night of fine Spanish food and wine and experience a lively exchange of views in an elegant but relaxed atmosphere!



Thursday, 9 November 2017

09:30 Opening of the second conference day by the chairman

09:40

First experiences with the EU Trademark Reform: the new implementing regulation and delegated acts and other 'hot' material law questions explained in detail

Thierry van Innis (Van Innis & Delarue), Hugh O'Neill (EUIPO), Cristina Bercial (Casalonga), Myrtha Hurtado Rivas (Novartis International AG), Ruta Olmane (ECTA), Benjamin Fontaine (E.G.Y.P.)

- New absolute grounds for refusal
- New relative grounds for refusal
- Elimination of graphical representation
- Acquired distinctiveness
- Certification marks: filing requirements
- Changes to the proceedings:
 - Language regime: simplified translation requirements
 - Proof of use: new filing formalities
 - Online sources for substantiating earlier rights
- New trademark forms

Questions & Discussion with the audience

about 11:00 Tea and coffee/networking break

13:00 Business lunch/networking

The latest decisions and appeals to EU designs

14:00

BoA design case-law update

Case presentation and counterstatement by Elisabeth Fink (EUIPO), practitioner's statement by Henning Hartwig (Bardehle Pagenberg)

- Decisions of the Board of Appeal
- Important decisions in examination and invalidity cases
- Q&A session

14:40

CJEU design case-law update

Case presentation and counterstatement by Charles-Henry Massa (EU General Court), practitioner's statement by Henning Hartwig (Bardehle Pagenberg)

Decisions

- Thomas Philipps (C-419/15): licensee's right to sue
- BMW (C-433/16): jurisdiction on non-infringement, interplay with Reg. 44/2001 (now 1215/2012)
- Group Nivelles (C-361/15 P & C-405/15 P): novelty, individual character, prior design
- Nintendo (C-24/16 & C-25/16): jurisdiction on co-defendants, applicable law, sanctions, exemption
- Further relevant current decisions that have not yet been published

Relevant AG Opinions on pending cases, including

- DOCERAM (C-395/16): technical function
- Acacia (C-397/16 & C-435/16: repair clause
- General Court case-law, e.g. Chanel (T-57/16): individual character
- Q&A session

15:25 Tea and coffee/networking break

15:45

Recent questions from practitioners answered by the experts*

(1) 3D printing and trade marks

Jan Bernd Nordemann (Boehmert & Boehmert)

(2) Trademark infringement on the internet

Farah Bhatti (Buchalter)

* Topics identified until editorial deadline

16:45

Say ,Goodbye to Alicante'

Closing remarks and official end of the 16th Trademark Conference and fare-well to the participants who will not share the workshops on Friday

17:15 Bus transfer to Alicante

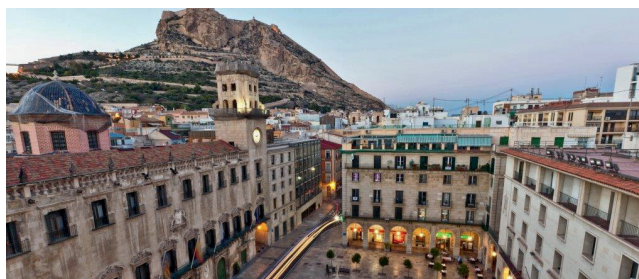
(bus stops at Marriott Hotel, Meliá Hotel and city center)

For those who stay in Alicante...

20:00

Alicante by night & Tapas Tour

Guided walking tour through the Alicante Historic Centre and ending in a typical Tapas Bar for dinner



Looking to further your knowledge?

The 16th International Trademark Conference 2017 will be accompanied by two post-conference workshops (limited to 15 participants) to be held on Friday, 10 November. Don't miss the opportunity to benefit from the in-depth knowledge and experience of the respective speakers!

- Workshop I: Opposition @ the EUIPO
- Workshop II: Appeals @ the EUIPO

Friday, 10 November 2017

For participants who stay an extra day in Alicante, we offer two workshops at the EUIPO:

09:30 – 12:00

Workshop I*

Opposition @ the EUIPO – limited to 15 participants

Konstantinos Mitrou (EUIPO)

- Tips and tricks for avoiding common pitfalls in the different stages of the opposition proceedings: formality check, admissibility, cooling off period, etc.
- How to recognise and substantiate likelihood of confusion: distinctive character, similarity of goods and services, similarity of conflicting marks
- Tactics: observations in reply to notice of opposition, late submission of documents, untranslated documents

Workshop II

Appeals @ the EUIPO – limited to 15 participants

Sven Stürmann (EUIPO)

- The composition and organisation of the Boards of Appeal (including the Registry, Presidium, Grand Board and KIS)
- The right to appeal
- Form of appeal and time limits (including traps and pitfalls)
- Timeline of an appeal (including ancillary appeals, written submissions, limitations and decisions)
- eAppeal, the new online appeal filing tool
- Oral hearings
- Effective Dispute Resolution (including active case management, single member decisions, full panel decisions, Grand Board decisions, conciliation and mediation)

12:00

Business lunch/networking

Keynote



Christian Archambeau

Deputy Executive Director, European Union Intellectual Property Office, Alicante (Spain)

Christian Archambeau took office as EUIPO Deputy Executive Director on 1 December 2010 following his appointment by the Council of the European Union. He supervises, in particular, the activities of the Infrastructure and Buildings Department, the Finance Department, the Academy and the Corporate Governance Department.

A native of Belgium, he graduated from Université libre de Bruxelles as a civil engineer and worked in construction in the Middle East before moving to the European Space Agency in facility management. Prior to joining OHIM, he held a number of senior positions in the European Patent Office in Infrastructure, Administration and Human Resources.

Chairmen



F. Peter Müller

European Patent and Trade Mark Attorney, Müller, Schupfner & Partner, Munich (Germany)

Since 1999 F. Peter Müller has been a partner of IP law firm Müller Schupfner & Partner. He is particularly experienced in brand and patent infringement procedure, as well as objections and nullity cases. In 2014 Peter Müller became president of (ECTA) and is since 2016 immediate past president.



Thierry van Innis

Attorney at Law, Van Innis & Delarue, Brussels (Belgium)

Thierry van Innis has litigated more high profile trade mark cases before the CJEU and the Benelux Court of Justice than any other IP lawyer. His work has led to dozens of precedents and landmark decisions. For ages, Thierry has been the go-to lawyer for some of the biggest names in today's world of fashion. Chambers & Partners, the WTR 1000, Legal 500 and the clients they quote have described Thierry as 'the pope of trade mark law in Belgium', or 'a mastermind in European trade mark law', who 'wins praise for his brilliant mind and incredible intellect'. In 2006, still the only Belgian lawyer ever, Thierry won a Lifetime Achievement Award at the World Leaders European IP Awards.

EUIPO speakers

Théophile Margellos

President of the Boards of Appeal, EUIPO, Alicante (Spain)

Théophile M. Margellos is President of the Boards of Appeal. He served as Chairperson of the First (Trade Marks) and Third (Designs) Boards of Appeal and is coordinator of the EUIPO Mediation team. He has successively worked as attorney at law specialised in IP and as référendaire in the EU Court of Justice (Luxembourg) and has been member of the legal service of the European Commission and European Patent Attorney.



Gordon Humphreys

Chairperson, 5th Board of Appeal, EUIPO, Alicante (Spain)

Gordon Humphreys joined the EUIPO Legal Department in 1997, where he acted in several of the earliest Community Trade Mark cases before the (then) Court of First Instance. He served as Head of the Register Service from 2002-2005 before becoming a member of the EUIPO Boards of Appeal in December 2005, handling both trade mark and design cases.



Sven Stürmann

Chairperson of the 2nd Board of Appeal, EUIPO, Alicante (Spain)

After having worked as an IP lawyer and mediator in private practice, Sven joined the EUIPO in 2004 and has worked in all core business departments and as a mediator. Sven has been the Chairperson of the 2nd Board of Appeal since August 2017. He is a frequent speaker for EU trade mark and mediation issues, both at the EUIPO and international conferences.



Philipp von Kapff

Member of the 1st Board of Appeal, EUIPO, Alicante (Spain)

Philipp is working for more than 16 years in the Boards of Appeal, as a legal assistant, special assistant to the President of the Boards of Appeal, and as a Member, now in his third mandate. He is the author of a number of publications on European Trade mark law.



Elizabeth Fink

Member of the 3rd (EU Design) Board of Appeal, EUIPO, Alicante (Spain)

Elizabeth Fink is a member of the 4th Board of Appeals (trade marks) and the 3rd Board of Appeals (designs). She joined the Boards of Appeal in 2009 after having served as a judge at the German Federal Patent Court in Munich since 2003. Earlier in her career, she held various posts in the Legal Department and in the Trade Mark Department of the German Patent and Trade Mark Office.



Hugh O'Neill

IP Legal Advisor, International Cooperation & Legal Affairs, EUIPO, Alicante (Spain)

Hugh is a solicitor (England & Wales and Ireland) who has worked at EUIPO since 2010 as examiner and Head of Sector the Operations Department and more recently as an IP legal advisor and litigator in the International Cooperation and Legal Affairs Department. Previously, Hugh worked as Senior Counsel in an international law firm in Alicante renowned for its IP practice and, before that, as Legal Counsel in a blue-chip company based in London. He has participated in numerous projects and conferences in the field of trade mark law, notably the drafting of the EUIPO Guidelines, assisting with the new secondary legislation arising out of the EUTM Legislative Reform package and implementing the changes due to Legislative Reform in EUIPO.

Konstantinos Mitrou

Operations Department, EUIPO, Alicante (Spain)

CJEU speakers



Georgios Gryllos

Legal Secretary, Chamber of Judge D. Gratsias, General Court of the EU, Luxembourg (Luxembourg)

George Gryllos started working as a lawyer in Greece in 2000; he specialises in administrative law, IP law, commercial law and corporate law. Since 2004, he has been Legal Secretary at the General Court of the EU and his work focuses on competition, external commercial relations, state aids, trademarks, designs and agriculture.



Charles-Henry Massa

Law Clerk/'Référéndaire' General Court of the European Union, Luxembourg (Luxembourg)

Charles-Henry Massa is a law clerk/'référéndaire' at the General Court of the European Union and a lecturer at the University of Liège where he currently teaches a Design Law course. Prior to his judicial and academic career, he worked as an IP lawyer with Nauta Dutilh law firm in Brussels. He has obtained Masters of Laws from Cambridge and Harvard Universities.

Practitioner speakers



Cristina Bercial-Chaumier

Attorney at Law, Casalonga,
Alicante (Spain)

Cristina Bercial-Chaumier's experience includes in particular European Trademarks, Community Designs as well Spanish IP matters. She represents clients before the EUIPO, the Spanish Trademarks Office, the General Court in Luxembourg and coordinates proceedings before the Spanish Courts. Cristina is, i.a., Chair of the ECTA Law Committee and a member of the INTA EUIPO Sub Committee.



Myrtha Hurtado Rivas

Global Head Trademarks and Domain
Names, Novartis International AG,
Basel (Switzerland)

Myrtha Hurtado Rivas is Head Global Trademarks and Domain Names with Novartis International AG in Basel, Switzerland. She is leading the Global Trademark function in Novartis, driving the brand protection strategy cross-divisionally including in the name creation and digital medicines areas and is also in the lead of Parallel Trade defense globally. She has been acknowledged in the In-House Awards category for Managing IP. From 2011 - 2016 she was Global Head Trademarks, Domain Names & Copyright at Novartis Pharma AG. Prior to joining Novartis Pharma AG, Myrtha was Global Head of Trademarks & Domain Names at Sandoz.



Luigi A. Sansone

Advocate, Salomone Sansone,
Valetta (Malta)

A practising advocate since 1996, Luigi A. Sansone heads the firm. He is also a European Patent Attorney. Luigi is, i.a., a member of ECTA, INTA, MARQUES and the PTMG.



Andreas Renck

Attorney at Law, Partner,
Hogan Lovells,
Alicante (Spain)

Having been involved in thousands of application and opposition proceedings before the EUIPO, Andreas' knowledge and skills also span from representing clients in major cases before the CJEU to coordinating litigation proceedings in various European countries. As part of the Alicante offices Andreas won the MIP Award for the best OHIM firm in 2013 (currently EUIPO) and twice the European trade mark firm of the year award by MIP. He is praised in WTR for his knowledge of EUIPO proceedings and representations in the Luxembourg court.



Ruta Olmane

ECTA President, European Trademark
and Design Attorney, Metida, Riga (Latvia)

Ruta Olmane mainly deals with trademark filing, opposition and appeal cases before the Latvian Patent Office and the EUIPO, licensing, cases regarding unlawful use of IP rights, detainment of counterfeit goods by Customs or Police, as well as litigates before all court instances. In 2016 Ruta Olmane was elected President of ECTA for 2016/2018.



Benjamin Fontaine

IP attorney and solicitor, Partner, E.G.Y.P,
Alicante (Spain)

Benjamin Fontaine has many years of experience in EU proceedings and disputes and has particular expertise in cosmetics, alcoholic beverages, appellations of origin and domain name piracy. He currently chairs ECTA's Geographical Indications Committee. Benjamin has made presentations on certification marks and is the author of an article on the new certification scheme, to be published in the French magazine 'Propriété Industrielle' in November 2017.



Dr. Henning Hartwig

Attorney-at-Law, Partner,
Bardehle Pagenberg, Munich (Germany)

Henning Hartwig's practice focuses primarily on national and international industrial design law, particularly multinational design infringement proceedings as well as invalidity proceedings before the EUIPO and the CJEU. Henning was involved in one of the first infringement cases in Germany relating to an unregistered Community design and has coordinated a number of multi-jurisdictional infringement proceedings in Germany, Italy, Switzerland, France, Austria and the Netherlands.



Prof. Dr. Jan Nordemann

Attorney and Partner, Boehmert & Boehmert,
Berlin (Germany)

Jan Nordemann has specialized in several areas of IP and is today a recognized expert in these fields. He manages worldwide trademark portfolios and represents trademark owners before German and EU courts and authorities.



Farah Bhatti

Attorney at Law, Buchalter,
Los Angeles, CA (USA)

Farah Bhatti focuses her practice on all aspects of trademark prosecution with an emphasis on the worldwide selection and enforcement of trademarks, and the enforcement of internet and domain names. She also works closely with clients in formulating their domestic and international trademark protection and registration drawing on experience in private practice as well as her previous position as a trademark examining attorney at the USPTO.

Dates and time

Pre-seminar: **Tuesday, 7 November 2017, 17:30 - 19:00** (dinner: 19:00, drinks: 21:00)
Conference: **Wednesday, 8 November 2017, 10:00 - 17:45** (conference dinner: 20:00) and
Thursday, 9 November 2017, 09:30 - 17:00 (tapas tour: 20:00)
Workshops: **Friday, 10 November 2017, 09:30 - 12:00** (lunch: 12:00)

Select your bundle, conference and/or workshop

- | | | |
|---|---|---|
| <input type="checkbox"/> Bundle 1 – You save € 200
Pre-seminar + Conference + Workshop A
(€ 2,250 + 21% VAT) | <input type="checkbox"/> Bundle 4 – You save € 200
Conference + Workshop A
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| <input type="checkbox"/> Bundle 2 – You save € 200
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(€ 2,200 + 21% VAT) | <input type="checkbox"/> Single Booking
Workshop A
(€ 420 + 21% VAT) |
| <input type="checkbox"/> Bundle 3
Pre-seminar + Conference
(€ 2,030 + 21% VAT) | | <input type="checkbox"/> Single Booking
Workshop B
(€ 420 + 21% VAT) |

Select your options

- | | |
|---|---|
| <input type="checkbox"/> Conference Dinner , Wednesday, 8 November
(€ 55 + 21% VAT) | <input type="checkbox"/> Tapas Tour , Thursday, 9 November
(€ 40 + 21% VAT) |
|---|---|

Registration

Please complete the registration form and send it to service@forum-institut.de or +49 6221 500-555 (fax). Please be informed that **completing this form is mandatory**. The ID information is required for access to the EUIPO and the EU VAT ID (if applicable) is required for the invoice. Should the information you supply not match your ID document, you may be refused entry to the EUIPO.

First name/Last name (surname)	
Date of birth	Place of birth
Nationality	
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Identity card/passport expiry date	
Company	
Position and department	
Street address	
Postcode and city	
Country	
EU VAT ID	
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Date/Signature	

Venue:

EUIPO · European Union Intellectual Property Office
Avenida de Europa, 4 · ES 03008 Alicante
Tel. +34 965 139100 · Fax +34 965 139173

Hotel accommodation:

Meliá Alicante, Plaza del Puerton°3, ES-03001 Alicante
For more detailed information please visit
www.trademarkconference.com.

Cancellation Policy:

Our general terms and conditions apply (as of 1 January 2016) and are available upon request. We can send them to you anytime or you can find them on the internet at www.forum-institut.com/t&c.

Any further questions?



I am gladly at your disposal should you have any further questions about the 16th International Trademark Conference 2017.

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