



3rd INTERNATIONAL TRADE MARK CONFERENCE

APPLICATION TO REGISTER

27 & 28 October 2005, H10-3005

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Cheque enclosed payable to Management Forum Limited

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YOU MAY REGISTER BY:-

+44 (0) 1483 536424

Management Forum Ltd, 48 Woodbridge Road,
Guildford GU1 4RJ, UK

www.management-forum.co.uk

E-mail: registrations@management-forum.co.uk

If you have NOT received confirmation seven days after registering,
please call +44 (0)1483 570099 and ask for Registration Department.

If you do not want to receive future mailings from Management Forum please contact nick@management-forum.co.uk
If you do not wish to receive selected third party mailings please contact nick@management-forum.co.uk

There will be exhibition spaces and promotional opportunities available at this meeting. We would welcome the chance of discussing how we could tailor these to your particular requirements. For further information please contact Barbara McManus at Management Forum (email: barbara@management-forum.co.uk)

REGISTRATION INFORMATION

Dates 27 & 28 October 2005

Times 27 October 2005 Start 09.30 – Finish 17.00
Conference Dinner Start 19.30
28 October 2005 Start 09.00 – Finish 16.00

Registration & Coffee
27 October 2005 09.00

Conference Venue

Café Royal, 68 Regent Street, London W1.
Tel: +44(0)20 7437 9090.

Conference Dinner Venue

The Criterion, Piccadilly Circus.

Directions

Nearest Underground station: Piccadilly Circus.
Map available on Website under Hotels and Venues.

Accommodation

A limited number of bedrooms have been reserved at the De Vere Cavendish Hotel, 81 Jermyn Street (main entrance in Duke Street), St James's, London SW1, at a special rate of £144.68 inc. full English breakfast, excl. VAT – subject to availability.

Hotel Tel: +44(0)20 7930 2111.

Hotel Fax: +44(0)20 7839 4369.

Email: cavendish.reservations@devere-hotels.com

All bookings should be made directly with the hotel quoting Management Forum and your credit card number.

Conference Fee

£950 +17.5% VAT. The fee includes course documentation, mid-session refreshments and lunch on both days and Conference dinner at The Criterion on 27th October. Invoice and confirmation will be forwarded to you.

Discounted Rate

Available on application for personnel from non-profit making organisations and registered charities.

Conference No. H10-3005

In the event of circumstances beyond its control, Management Forum reserve the right to alter the programme, the speakers, the date or the venue.

Cancellation Policy:

Over 14 days prior to the Seminar: Cancellation fee of £75.
7/14 days prior to the Seminar: 50% of the fee. Fewer than 7 days or if no notification received: Registrant liable to pay FULL seminar fee. **NB: Cancellations must be received in writing by lesley@management-forum.co.uk.**



MANAGEMENT FORUM'S 3rd INTERNATIONAL TRADE MARK CONFERENCE



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Key topics to be addressed at this conference:

- The Madrid Protocol – Current Status, Future Prospects
- Industry Experiences with the Madrid Protocol
- The Madrid Protocol and Trademark Protection in the US
- Recent Developments at OHIM
- Recent Decisions of the OHIM Boards of Appeal
- Recent Developments in Community Trade Mark Law and Policy
- Review of ECJ and CFI Decisions
- Trade Mark Practice in India
- Trade Marks in China – Securing the Best Coverage
- .eu – Sunrise Period and Registration Procedure
- Searching the Internet: The Issue of Third Party Use of Trade Marks
- New Opposition Proceedings at the UK Trade Mark Office

Chairman:

Ian Buchan Partner, Eric Potter Clarkson, Immediate Past President ITMA

With presentations from:

José Graça Aranha WIPO, Geneva

Alexandra Poch European Commission, Brussels

Vincent O'Reilly OHIM, Alicante

And an International Panel of Expert Speakers

INTELLECTUAL
PROPERTY

27 & 28 October 2005
Café Royal, London



OBJECTIVE

This important annual conference will give participants the opportunity to receive first-hand information on the latest developments affecting trade mark issues from WIPO, OHIM and the European Commission, including recent decisions of the ECJ and the OHIM Boards of Appeal. The new opposition procedures at the UK Trade Mark Office will also be outlined and evaluated.

There will also be presentations from industry users of the Madrid System, and a report on the use of the Madrid Protocol in the US since its accession.

Other topical issues covered by the programme include the progress of the .eu Domain since its launch, the third party use of trade marks during internet searches and the status of trade marks in the rapidly emerging markets of China and India.

WHO SHOULD ATTEND

- Trade Mark Attorneys
- Solicitors
- Barristers
- Intellectual Property Consultants
- Heads of Corporate IP Departments
- Corporate Trade Mark Counsel

CONFERENCE DINNER

The conference dinner will be held at the world-famous CRITERION BRASSERIE. Situated in the heart of Piccadilly, it is owned by the celebrated chef Marco Pierre White, the first Englishman ever to be awarded 3 Michelin Stars.



DOCUMENTATION

Delegates will receive a course material folder containing comprehensive documentation provided by the speakers, which will be a valuable source of reference for the future.

PROMOTIONAL OPPORTUNITIES

Through promotional opportunities and exhibitions, your company can access the audience at this event in order to increase awareness of your organisation, its services and products. Please contact Barbara McManus at: barbara@management-forum.co.uk

FORTHCOMING EVENTS

For a full list of forthcoming conferences and seminars please visit our website at: www.management-forum.co.uk. You may make a registration and request a brochure on-line.

Law Society Accreditation –
11 hours

A Certificate of Attendance for Professional Development will be given to each participant who completes the course.

CHAIRMAN

Ian Buchan is a partner in the Nottingham-based Intellectual Property law firm Eric Potter Clarkson and Past President of the Institute of Trade Mark Attorneys.

SPEAKERS

José Graça Aranha is Acting Director of the Information and Promotion Division, Sector of Trademarks, Industrial Designs and Geographical Indications of the World Intellectual Property Organization (WIPO).

Gerhard Bauer is Head of the Trademark, Design-Patent, Domainname and IP-Contract department of DaimlerChrysler AG within the Intellectual Property Management Group based in Stuttgart.

Douglas Clark is a Partner at Lovells, based in Shanghai. He has handled over 1,000 trade mark, patent, copyright and passing off/unfair competition cases in Mainland China and Hong Kong, and also advises on registration and validity of patents and trademarks.

Jane Collins is Global Head of Trademarks at Syngenta, based in Basel. She is responsible for all aspects of clearance, prosecution, maintenance and defence of over 32,000 trademarks and 3,000 domain names worldwide.

Dr Michael Edenborough is a Barrister working from Hogarth Chambers, Lincoln's Inn. He has lectured and written widely, including the chapter on Appeals to the CFI and ECJ to the CIPA/ITMA handbook on *Community Trade Marks*.

Dr Egon Engin Deniz is Senior Partner at CMS Reich-Rohrwig Hainz in Vienna, part of the CMS transnational legal services network. He specialises in IP and Media Law and is the Head of MARQUES Cyberspace Committee.

Sylvain Hirsch has been involved in the protection of IP rights in the Internet and in the domain name industry since 1997. He founded IPTWINS three years ago to provide services 'services around the Name' including domain name searching, monitoring and auditing.

David Keeling is a Member of the Second Board of Appeal of the OHIM (Trade Marks and Designs), Alicante. He was Legal Secretary (*référéndaire*) to Advocate General F G Jacobs for six years prior to joining OHIM in 1996.

Mike Knight is Head of Inter Partes Proceedings at the UK Trade Mark Office.

Ranjan Narula joined Rouse & Co International as a Consultant in 1997. He was formerly with Remfry and Sagar in Delhi and then Manager of the Anti-counterfeiting Programme for Burmah Castrol. He is experienced in all aspects of IPR in India.

Vincent O'Reilly is Director of the Administration of Trade Marks and Designs Department at OHIM in Alicante. He was formerly Head of the Examination Division, and before joining OHIM was Head of the IP Policy Unit in the Irish Department of Enterprise and Employment.

Alexandra Poch works in the Industrial Property Unit of the European Commission's Internal Market DG in Brussels. Prior to joining the Commission she worked as a lawyer in the Boards of Appeal of OHIM for more than five years.

Albert Tramposch is Director of Trademark Registry Services at Morgan Lewis & Bockius LLP and is a former Director of the Industrial Property Law Division at WIPO, where he was one of the initial drafters of the common regulations for the Madrid Agreement and Protocol.

PROGRAMME

Day One

27 October 2005

- 09.30 ▶ **Introduction from the Chair**
Ian Buchan Eric Potter Clarkson, Immediate Past President ITMA, UK
- 09.40 ▶ **The Madrid Protocol**
 - Current status
 - Future prospects*José Graça Aranha* WIPO, Geneva
- 10.40 ▶ **Industry View I – Experience with the Madrid Protocol**
 - Filing strategies
 - Benefits
 - Pitfalls*Jane Collins* Syngenta, Basel
- 11.10 ▶ **Coffee**
- 11.30 ▶ **Industry View II – Benefits of the Madrid System from a User's Point of View**
 - The Experience of a trademark owner in developing an international Brand and in using the Madrid System to protect it*Gerhard Bauer* Daimler-Chrysler, Germany
- 12.00 ▶ **Round Table Discussion**
- 12.30 ▶ **Lunch**
- 14.20 ▶ **The Madrid Protocol and Trademark Protection in the United States**
 - Update on Madrid Protocol filings in the US
 - Special procedures required by the USPTO
 - Strategies for optimising US protection under the Protocol
 - Recent changes in US trademark legislation and case law*Albert Tramposch* Morgan Lewis & Bockius LLP, USA
- 15.00 ▶ **Tea**
- 15.20 ▶ **.eu Sunrise Period and Registration Procedure**
Dr Egon Engin Deniz CMS Strommer Reich-Rohrwig Karasek, Vienna
- 16.00 ▶ **Searching the Internet – the Issue of Third Party Use of Trade Marks**
 - Searching: who should feel concerned? (a caselaw review)
 - Searching: why?
 - Searching: typology and methodology
 - Searching: a case study*Sylvain Hirsch* IPTwains SAS, Paris
- 16.40 ▶ **Discussion**
- 17.00 ▶ **Close of Day One**
- 19.30 ▶ **Conference Dinner at The Criterion, Piccadilly**

Day Two

28 October 2005

- 09.00 ▶ **Introduction to Day Two**
- 09.10 ▶ **Recent Developments at OHIM**
 - Impact of EU Enlargement
 - Consequences of CTM link to the Madrid Protocol
 - Other developments*Vincent O'Reilly* OHIM, Alicante
- 09.50 ▶ **Recent Decisions of the OHIM Boards of Appeal**
David Keeling OHIM, Alicante
- 10.30 ▶ **Coffee**
- 10.50 ▶ **Recent Developments in Community Trade Mark Law and Policy**
 - Community Trade Mark Implementing Regulation
 - Community Trade Mark Fee Regulation
 - Implementation of the Enforcement Directive*Alexandra Poch* European Commission, Brussels
- 11.30 ▶ **Review of ECJ and CFI Decisions**
Dr Michael Edenborough Hogarth Chambers, London
- 12.10 ▶ **New Opposition Procedures at the UK Trade Mark Office**
 - Current position
 - Where next?*Mike Knight* UK Trade Mark Registry
- 12.50 ▶ **Discussion**
- 13.00 ▶ **Lunch**
- 14.20 ▶ **Trade Marks in China – Tricks and Tips for Securing the Best Coverage**
 - Chinese trademark registration practice
 - Avoiding hijacking: picking the right classes and specifications
 - Chinese companies' filing strategies inside and outside China
 - Litigating Chinese trademarks*Douglas Clarke* Lovells, Shanghai
- 15.00 ▶ **Trade Mark Practice in India – What Brand Owners Should Know**
 - Recent developments
 - Enforcing your rights*Ranjan Narula* Rouse & Co International, India
- 15.40 ▶ **Discussion and Closing Remarks**
- 16.00 ▶ **Tea and End of Conference**