



European Communities Trade Mark Association

**Europe vs the United States:
Is there something the European Trade Mark system can learn
from the United States after all ? – A Benchmarking Round Table
on the Community Trade Mark**

Brussels - 23 March 2010

A further harmonisation of the national trade mark regimes and the improvement of the CTM system are required in order to meet the business needs. The current Study on the overall functioning of the trade mark systems in Europe will surely reveal some solutions. ECTA considers that thorough thought should be given to the relevant benchmarks to be used and it cannot be excluded that some of the features in other trade mark systems can also be of help in this respect. The purpose of the present one day round table is precisely to examine and identify what the European trade mark system could learn for the US trade mark system.

Programme

9.00- 9.30 *Registration*

9.30-10.00 *Welcome and setting the ground*
Annick Mottet Haugaard, ECTA First Vice President, Lawyer, Lydian, BE

The Trade Mark Study – Current status

Oliver Varheyli, Head of Unit, Industrial Property Rights, DG MARKT, EU Commission, BE and

Tomas Eichenberg, Legal and Policy Affairs Officer in charge of the Study, Industrial Property Rights, DG MARKT, EU Commission, BE

Moderator and Chair:

Max Oker-Blom, ECTA Past President, Adjunct Professor, Hanken School of Economics, former SVP, Legal, Fazer, FI

10.00-11.00 *Ex officio examination of relative grounds – The US and the EU points of view*
Lynne Beresford, Commissioner for Trademarks, USPTO, US, and
Keith Hodgkinson, UK and EU Trade Mark Attorney, Marks & Clerk, GB

Questions & Answers – Debate

11.00-11.20 Coffee break

11.20-12.30 *Various aspects on use/registration as well as renewal – The US and the EU points of view*
James Palik, US Lawyer, Palik Law Office, FR, and
Gerhard Bauer, Chief Trade Mark Counsel, Daimler, DE

Questions & Answers - Debate



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- 12.30-14.00** Lunch
- 14.00-15.00** *Class headings, list of goods and fees – how to find the balance? – The US and European perspectives*
Lynne Beresford, Commissioner for Trademarks, USPTO, US, and
Etienne Sanz de Acedo, Deputy Director of the Institutional Affairs and External Relations Department, OHIM, ES
- Questions & Answers – Debate
- 15.00-16.15** *Oppositions – The US and the EU points of view*
Uli Widmaier, US Lawyer, Pattishall McAuliffe, US, and
Ingrid Mennens, European Trade Mark Attorney, Novagraaf Belgium, BE
- Questions & Answers – Debates
- 16.15-16.30** *Summary and conclusions*
Max Oker-Blom, ECTA Past President, Adjunct Professor, Hanken School of Economics, former SVP, legal, Fazer, FI

Location

NH Hotel du Grand Sablon
Rue Bodenbroekstraat 2/4
B -1000 Brussels
BELGIUM