



European Communities Trade Mark Association

PROGRAMME

8.30 - 9.00 Registration

9.00 - 9.15 *Welcome*

- **Simon Reeves**, President of ECTA, Head Director of Trade Marks, Astra Zeneca, UK
- **Andrew Layton**, Trademark and Design Director, UK Intellectual Property Office
- **Peter Lawrence**, Vice President of OHIM

9.15- 10.45 Chair: **Simon Reeves**, President of ECTA

Impact of the Community Trade Mark on the UK Intellectual Property Office's activities and the daily work of the profession. What do they expect from the Study?

- **Andrew Layton**, Trademark and Design Director, UK Intellectual Property Office
- **Gillian Deas**, ITMA President, Trademark and Design Attorney, D Young & Co

What does OHIM expect from the Study?

- **Peter Lawrence**, Vice President of OHIM

Trade mark strategies - Advantages and Disadvantages of using the national, Community or International route – An industry point of view on the way forward

- **Oscar Benito**, ECTA member of the Law Committee, Trade Mark Counsel, GlaxoSmithKline, UK

10.45 – 11.00 Coffee Break - kindly hosted by Lovells LLP

11.00 – 12.30 Chair: **Stephen Kinsey**, ECTA member of the Harmonization Committee, Trade Mark Attorney, Wildbore & Gibbons

Are the CTM and the UK systems harmonized from a Procedural and Substantive legal points of view? Are the differences justified? What should be further harmonized?

- **Geoffrey Hobbs**, Queen's Counsel, One Essex Court
- **Vincent O'Reilly**, Director for the Department for IP Policy, OHIM
- **Bill Trott**, Senior Hearing Officer, UK Intellectual Property Office

12.30 – 13.00 Debate – Moderator : **David Latham**, ECTA Legal Adviser, Solicitor, Partner, Lovells LLP