



**ITMA, ECTA and INTA invite you to a joint seminar
on the morning of Friday, 29 June 2012
at the offices of Charles Russell LLP, 5 Fleet Place, London EC4M 7RD**

The Role of Get-up, Trade Dress and Packaging in the Protection and Enforcement of Brands

Draft Programme - 1 June 2012

- 9:00-9.30am Registration and coffee
- 9:30-9:40 **Welcome and Introduction** – *Kate O'Rourke, Charles Russell, 2nd Vice-President of ITMA*
Moderator: Anna Carboni, Redd Solicitors LLP, Board Member of INTA
- 9:40-10:20 **Registered protection for get-up and trade dress**
- Whether and when to register designs, trade marks or both
 - News and views from the UK IPO and OHIM
- Speakers:*
- *Bill Trott, Head of Policy and Practice, UK IPO*
 - *Gordon Humphreys, member of the Boards of Appeal, OHIM*
- 10:20-11:00 **Lookalikes: latest thinking, latest cases**
- How are the Courts approaching lookalikes these days?
 - Commission Study on Parasitic Copying
 - The need for harmonisation across Europe?
 - How to close loopholes in the UK
- Speakers:*
- *David Latham, Hogan Lovells LLP (who coordinated the Commission study)*
 - *Evie Kyriakides, Senior MPM/Regional Trademark Counsel, Europe, Russia & CIS for Mars, Inc.*
- 11:00-11:15 Coffee break



11:15-12:00 **The contribution of get-up to brand value**

- Why packaging is important
- The psychology of product recognition
- Dissecting brand valuation
- Calculating damages in lookalikes cases

Speakers:

- *Jane Leighton, Senior Consultant, Mountainview Learning*
- *Andrew Wynn, Director, FTI Consulting*

12:00-12:45 **Issues around “plain” packaging**

- UK Government consultation on standardised packaging for tobacco products
- Legal issues: IP treaties, freedom of speech and property rights
- Implications for other industries: alcohol, fast food, medicines?

Speakers:

- *Fabio Angelini, De Simone & Partners, Chair of ECTA Law Committee*
- *Representative from industry*

12:45-13:00 **Closing comments and discussion** – *Annick Mottet, Lydian, President of ECTA*

13:00-14:00 Buffet lunch

This event will be accredited with **3 hours CPD** for the purposes of IPReg and the SRA, and we have applied to the BSB for the same for barrister attendees



JOINT SEMINAR

The Role of Get-up, Trade Dress and Packaging in the Protection and Enforcement of Brands

Friday morning, 29 June 2012

at the offices of Charles Russell LLP, 5 Fleet Place, London EC4M 7RD

Registration Form

REPLY BY E-MAIL ONLY TO :

tm@itma.org.uk

before 22 June 2012

I wish to register to attend the ITMA/ECTA/INTA Joint Seminar on 29 June 2012 in London (the application is binding):

Last Name: _____ First Name: _____

Company/Firm: _____

Full address: _____ Postcode: _____

Telephone: _____ Email address: _____

I am a member of (please circle): ITMA ECTA INTA

Applications will be processed according to chronological receipt and with respect to availability (the number of participants is limited to maximum 100).

If you subsequently find that you will be unable to attend, please notify tm@itma.org.uk / tel: + 44 (0)207 101 6090 as soon as possible so that someone else can take your place.

Signature: _____

Date: _____