

## PROGRAMME

**8.30 - 9.00** Registration

**9.00 - 9.15** Welcome

- **Max-Oker Blom**, ECTA Past President, Adjunct Professor, Hanken School of Economics, former SVP, legal, Fazer, FI
- **Eija Nuorlahti-Solarmo**, Vice President, Finnish Patent and Trade Mark Office, FI
- **Peter Lawrence**, Vice President of OHIM, ES

**9.15 - 11.00** Chair: **Max-Oker Blom**, ECTA Past President, Adjunct Professor, Hanken School of Economics, former SVP, legal, Fazer, FI

***Impact of the Community Trade Mark on the Danish, Finnish and Swedish Trade Mark Office's activities and the daily work of the profession. What do they expect from the Study?***

- **Päivi Raatikainen**, Deputy Director, Finnish Patent and Trade Mark Office, FI
- **Helena Morgonsköld**, Head of Trade Mark Department, Swedish Patent and Trade Mark Office, SE
- **Anne Rejnhold Jørgensen**, Director Policy and Legal Affairs, Danish Patent and Trade Mark Office, DK
- **Mats Lundberg**, European Trade Mark Attorney, Groth & Co KB, SE

***What does OHIM expect from the Study?*** **Peter Lawrence**, Vice President of OHIM, ES

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

- **Merja Karhapää**, Chief Legal Officer, Sanoma Oyj, FI

**11.00 - 11.15** Coffee Break – kindly provided by the Finnish Patent and Trade Mark Office

**11.15 - 12.45** Chair: **Ari-Pekka Launne**, ECTA Council Member, Trade Mark Attorney, Kolster Oy AB, FI

***Are the CTM and the Danish, Finnish and Swedish systems harmonized from a Procedural and Substantive legal points of view? Are the differences justified? What should be further harmonized?***

- **Vincent O'Reilly**, Director for the Department for IP Policy, OHIM, ES
- **Eero Mantere**, Senior Vice President, Finnish Patent and Trade Mark Office, FI
- **Helena Morgonsköld**, Head of Trade Mark Department, Swedish Patent and Trade Mark Office, SE
- **Anne Rejnhold Jørgensen**, Director Policy and Legal Affairs, Danish Patent and Trade Mark Office, DK
- **Kirsi Ekström**, Director Corporate Trade Marks, TeliaSonera Finland Oy, FI

**12.45 - 13.15** Debate – Moderator: **Max-Oker Blom**, ECTA Past President, Adjunct Professor, Hanken School of Economics, former SVP, legal, Fazer, FI