

The Brand and Design Battleground

Securing and Protecting Rights in Trade Marks and Designs

4 July 2011, London

6 Hours CPD

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9.00 Registration and Coffee

9.30 Chairman's Welcome and Introduction

Jeremy Phillips, IP Consultant, Olswang LLP

9.45 Selecting the Right Strategy for Brand and Design Protection: A Commercial Overview

- What are the key points to consider?
- What are the priorities? What is the cost?
- How can a business best avoid conflict?

David Stone, Simmons & Simmons

10.30 Registering Rights and Monitoring Them

- How to decide what to register - and for what purposes
- Strategies for monitoring third party use

Jan Vleck, Reddie & Grose

11.15 Coffee

11.30 The IP Courts and Litigation Issues

- High Court or Patents County Court: what's the difference?
- Intellectual Property Office hearings
- Top tips for IP litigants

James Abrahams, 8 New Square

12.15 Alternative Dispute Resolution for Brands and Designs

- Pros and cons of ADR
- How IP mediation can work effectively
- Working with SMEs: the ACID experience

Niall Head-Rapson, McDaniel & Co

1.00 Questions

1.15 Lunch

2.15 Trade Marks and Designs in the European Union

- Litigating rights across Europe - what is harmonised and what isn't?
- Dealing with non-UK litigants
- Infringement, jurisdiction and enforcement

Paul Joseph, Reynolds Porter Chamberlain LLP

3.00 Tea

3.15 Criminal Enforcement

- The options: police, trading standards and customs
- Problems and pitfalls in bringing a prosecution
- Who gets to keep the proceeds of IP crime?

Lynn Griffin, 23 Essex Street Chambers

4.00 Brands and Designs on the Internet

- How the internet and Social Media impact on brands
- The problem of anonymity online
- Your brand on Page one Google - PPC, SEO, Forums and Press
- How to tackle typical negative scenarios
- Affordable ways to police your IP on the internet

Shireen Smith, Azrights Solicitors

4.45 Chairman's Concluding Remarks and Questions

5.00 Conference Close

The Brand and Design Battleground

Knowing how to protect trade marks and designs is a key part of the role of the IP adviser, particular in fast changing times like this. This one day conference brings together a team of expert advisers to provide guidance on the current problem areas, and help in deciding how to proceed.

Chairman:

Jeremy Phillips is intellectual property consultant, Olswang LLP. He is a research director, Intellectual Property Institute, editor of the *Journal of Intellectual Property Law and Practice* and co-founder the IPKat weblog. He is also blogmeister to a number of other leading IP weblogs.

Speakers:

James Abrahams is a barrister practising at 8 New Square, Lincoln's Inn. He studied law at St Anne's College, Oxford and was called to the bar in 1997. James specialises in all aspects of intellectual property law. For more information see www.8newsquare.co.uk/ja.

Lynn Griffin is a member of 23 Essex Street. She is recognised as a leading junior in the *Legal 500* and *Chambers*. Her disciplinary practice is centred on healthcare regulatory tribunals and she is fully trained in dealing with the many cases involving vulnerable witnesses.

Niall Head-Rapson is the principal of McDaniel & Co, a niche A©ID accredited law firm based in Newcastle upon Tyne. Niall qualified in 1994 having trained and qualified with City law firm Gouldens. Niall was a partner at top 100 firms Martineau Johnson and Ward Hadaway. McDaniel & Co. are recommended in both *Legal 500* and *Chambers guides*.

Paul Joseph is a senior associate in the IP, Technology and Outsourcing Group at Reynolds Porter Chamberlain LLP. He advises on both contentious and non-contentious intellectual property matters and has litigated patent, copyright and trade mark matters to Court of Appeal level. Paul sits on the Editorial board of the *Journal of Intellectual Property Law and Practice* and on the Laws Committee of the Licensing Executives Society.

Shireen Smith held positions at Eversheds, and Reuters before founding Azrights in 2005. Azrights is a niche IP and Internet law firm assisting SMEs to protect and exploit their investment in brands, design, and technology. Selling via an ecommerce site itself places the firm in a strong position to advise businesses on online business issues and brand protection.

David Stone is a partner in the London office of Simmons & Simmons, specialising in brands work, particularly trade marks and designs - from global filing strategies to multi-jurisdictional litigation. David is a member of counsel of MARQUES, the association of European trade mark owners. A graduate of the universities of Sydney, Oxford and Cambridge, David writes and lectures broadly about IP issues.

Jan Vleck is a patent and trade mark attorney with Reddie & Grose. He is also a patent attorney litigator. Jan's trade mark practice includes clients of all sizes. Jan has significant experience in prosecuting applications both in Europe and around the World. He regularly handles the planning for and resolution of trade mark conflicts and has considerable experience of settlement, consent and co-existence agreements on an international scale. He is a member of CIPA's Trade Mark Committee and the Intellectual Property Office's Trade Marks and Design Rights Research Expert Advisory Group.

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