



2013 INTA ANNUAL MEETING MAY 4-8, 2013 Dallas, TX

A Primer for the First-Timer

An important event for the first-timer is the **Annual Meeting Orientation**. As navigating the Annual Meeting can be overwhelming, the orientation will familiarize attendees with INTA and all it has to offer. The Orientation will be followed by a small reception to allow you to get to know other first-timers in a more relaxed atmosphere, and to ask questions of seasoned veterans who will be in attendance for that very purpose. It is a great opportunity to begin networking and meeting other attendees. Mark your calendars for **May 4 from 3:00-5:00 p.m.** We encourage first-time attendees and new members to attend this session.

Staying Connected

The **Annual Meeting Mobile App**. This app offers instant access to the meeting schedule, exhibit and sponsor information, floor plans as well as local information about Dallas, TX and this year you can even design your own schedule. Download the app from www.tripbuilder.com/inta2013 to your iPhone, iPad, iTouch, or Android, or bookmark the link to easily access the mobile web enabled site.

The **Attendee Directory** is going to be **available online only**. Also note that the **online Attendee Portal** contains course materials and speaker biographies. Within two weeks after the Annual Meeting, the online Attendee Portal will be updated with copies of the presentations and audio from the sessions. Attendees can access the Portal at <http://applications.inta.org/cmmeet/13am/>.

Stay informed and **follow the 2013 Annual Meeting on Twitter** at www.twitter.com/INTA.



Time Management / Information Solutions

Be sure to make use of the following valuable resources at the Annual Meeting, which will help you navigate the meeting, manage your time, and keep up with what's going on:

- *Final Program*
- *INTA Daily News*
- Hospitality Area
- E-Access Pavilion
- INTA Information Booth
- INTA Exhibit (in the Exhibition Hall)
- Exhibition Hall
 - More than 90 Exhibitors
 - Giveaways & Prizes!

Meeting Highlights

- Sunday, 5:00 pm: **Welcome Reception**
 - Kick off the meeting with a cocktail reception and networking opportunity
- Monday, 8:45 am: **Opening Ceremonies**
 - Welcoming Remarks—Joseph J. Ferretti, PepsiCo, Inc./Frito-Lay, Inc. (United States) and Purvi Patel, Haynes and Boone, LLP (United States) (135th Annual Meeting Co-chairs)
 - Welcome & Introductions – Alan C. Drewsen, INTA (United States)
 - INTA President's Address – Toe Su Aung, BATMark Limited (United Kingdom)
 - Keynote Address -- Jerry Jones, President and General Manager, Dallas Cowboys (United States)

What's New

The Annual Meeting will feature a new program on Saturday, May 4:

- **Increasing Your Professional Power While Managing Your Stress**
Bestselling author and top-rated speaker Dr. Jerry V. Teplitz will show you how to make every workday positive and upbeat. His easy and effective methods will increase your energy level, resulting in more productivity and creativity.

New programs on Sunday, May 5:

- **What Do Students Expect From Their IP Adjunct Professors?** This panel has been developed by the *Adjunct Professors Special Interest Group (SIG)* and is open to all attendees.
- **CTM and RCD Users' Meeting Organized by the Office for Harmonization in the Internal Market (OHIM)** Join OHIM representatives for an informational meeting which will provide you with an update on the Office's activities during the past year.
- **Non-Profits: "Marking for a Cause"** Join us for an interactive discussion that will follow a "marking for a cause" campaign from inception to launch, and even beyond.
- **Getting Involved with INTA: How a Leadership Role Can Define Your Career Path** Hear past and present INTA leaders discuss the diverse and valuable benefits associated with your involvement in INTA.

New Program and Event on Wednesday:

- **Are you coming to the 2014 Annual Meeting in Hong Kong?** Don't miss CW22 Doing Business in China at 11:45 am–1:00 pm to prepare you for Hong Kong next year and then stop by 2014 Annual Meeting Reception: Discover Hong Kong at 1:15 pm to learn more about traveling to and visiting the city.

Educational Sessions

The Annual Meeting offers many different educational opportunities, allowing you to tailor your training to fit your specific needs.

- Learn best practices from the largest group of successful trademark professionals.
- Share strategies with the most respected minds in trademarks.
- Adopt new techniques for resolving trademark disputes.
- Access information on issues across all geographic regions and industries.
- Earn CLE credits and CPD points.

For a full list of educational sessions, use the online Attendee Portal (available only to registered attendees) at <http://applications.inta.org/cmmeet/13am/>, or, if you are not yet registered, through the AM13 Program web page <http://www.inta.org/2013AM/Program/Pages/Program.aspx>

The following highlighted educational sessions are but a sampling of the vast educational opportunities available at the Annual Meeting:

Monday, May 6 at 10:30 am-11:45 am

CM03 Trademark Boundaries: Conflict and Cooperation in Legal Doctrine *Intermediate Level*

This panel will discuss how trademark law blurs legal boundaries by overlapping with, or abutting against, other legal doctrines, including copyright, patent rights, publicity rights, and unfair competition. Panelists will explore boundary problems with regard to both subject matter of trademarks and the scope of trademark rights.

Moderator:

Megan Carpenter, Texas Wesleyan University School of Law (United States)

Speakers:

Dennis Crouch, University of Missouri School of Law (United States)

Dr. Emily Hudson, Oxford University (United Kingdom)

Mark McKenna, University of Notre Dame Law School (United States)

Monday, May 6 at 11:45 am–1:00 pm

CM20 Do We Have Launch? Assessment of the New gTLD Program

Intermediate to Advanced Level

The launch of the new gTLD domain registries is rapidly (or perhaps not rapidly enough for some) approaching, with ICANN nearing the end of its initial reviews. While the content of this session may change somewhat to reflect up-to-the-minute developments, brand owners, registry operators and registrars will assess:

- How the evolving gTLD space is creating opportunities for market participants, and what that means for brand owners.
- The impact of the new gTLDs on ICANN and its governance structure.
- How ICANN should monitor and enforce new contractual obligations in a 1,000+ gTLD world.
- The potential for a secondary market in TLD registries.

Moderator:

Adam Scoville, RE/MAX, LLC (United States)

Speakers:

Adam Scoville, RE/MAX, LLC (United States)

Frank Schilling, Uniregistry Corp. (Cayman Islands)

Stéphane Van Gelder, Stéphane Van Gelder Consulting Ltd (UK)

Tuesday, May 7 at 11:45 am–1:00 pm

CT20 Retweet, Repost and Repin: How Do Brands Get Their Message Out and whose Content Is It Anyway? *Intermediate Level*

We're all familiar with the explosion of social media and how it can propel a brand through the Internet's stratosphere. Websites such as Facebook have been a goldmine of marketing information about brands in many formats, including logo and content use, music, etc, but what happens when this content is repinned or retweeted elsewhere on the Internet? Whose content is it then, when is it considered a "copy," which terms of use apply, or is it just a link? Come hear how famous brand owners use social media to propel a brand, and how that reposted media is viewed under the law in various platforms.

Moderator:

Judy Branzelle, Goodwill Industries International Inc. (United States)

Speakers:

Traci Berry, Goodwill Industries International Inc. (United States)

Gina Durham, DLA Piper LLP (United States)

Tuesday, May 7 at 3:30 pm–4:45 pm

CT52 Think Big! Leadership Ethics and Personal Responsibility

Intermediate Level

Get ready to be inspired to become a better-rounded professional as you are refreshed on the rules regarding your duties to clients, to yourself and to the community. The presenters will encourage you to think big about how the ethics rules can shape your professional life, and you will learn how to become an ethical leader who is involved in and admired by your community.

Moderator:

James McCarthy, McDonnell Boehnen Hulbert & Berghoff LLP (United States)

Speakers:

Michael S. Metteauer, Fulbright & Jaworski LLP (United States)

Paul W. Reidl, Law Office of Paul W. Reidl (United States)

Wednesday, May 8 at 11:45 am–1:00 pm

CW21 Plain Packaging: What's Left in a Brand?

Advanced Level

Regulations are increasingly eroding intellectual property rights leading, in the extreme, to expropriation of rights. A recent example is the legal requirement of plain packaging for tobacco products in Australia, allowing only the brand name to be displayed in a standardized font and size on standardized packaging. The trend to restrict trademark usage is not limited to the tobacco industry but is affecting a broader range of industries such as pharma, food and beverages as well. This panel will discuss how regulations are restricting branding in several industries and its implications for brand development and legal strategies.

Moderator:

Carla Michelotti, Leo Burnett Worldwide (United States)

Speakers:

James Davidson, Polsinelli Shlugart PC (United States)

Richard Gilbey, Gilbey Delorey (France)

Sarah Matheson, Allens (Australia)

Networking Opportunities

- Welcome Reception (Sunday, 5:00pm – 7:00pm)
- Exhibition Hall
 - Sunday (12:00 pm – 5:00 pm)
 - Monday (10:00 am – 4:00 pm)
 - Tuesday (10:00 am – 4:00 pm)
 - Wednesday (10:00 am – 2:00 pm)
- Hospitality Area
 - Saturday (12:00 pm – 7:00 pm)
 - Sunday (8:00 am – 7:00 pm)
 - Monday (7:30 am – 5:00 pm)
 - Tuesday (7:30 am – 5:00 pm)
 - Wednesday (7:30 am – 4:00 pm)
- Grand Finale (Wednesday, 7:00 pm)

Table Topics (Saturday-Wednesday—available tickets may be purchased at the door of Table Topics in Hall F)

INTA Mentor Program

- Designed to assist new members to get the most out of INTA
- Free volunteer service
- One year term (time commitment of about 1 hour/month)
- Mentors provide guidance on INTA related topics, leadership opportunities, and other ways to get involved, including committee service, program development, and speaking/writing assignments
- For more information, go to your INTA bio page / directory listing, and complete the mentor program questions

Dos & Don'ts

- DO wear your meeting badge for EVERYTHING at INTA (required)
- DO carry your business cards
- DO use your time to network and meet new people
- DO visit the INTA Booth & Exhibition Hall
- DO stay informed of Schedule Changes (*INTA DAILY* and Mobile App)
- DO pace yourself and ensure to get enough rest.

- DON'T use the INTA Membership Directory or Annual Meeting Attendee Directory to solicit business for your organization
- DON'T drink too much at social events
- DON'T wear your badge outside of the Convention Center and when you are walking around the city

In and Around Dallas, TX

As when traveling to any new city, please be aware of your surroundings. Here are a few safety tips for all travelers:

- Remove your meeting badge when you are on the street and only wear it in the Convention Center and at INTA related events.
- Do not display cash. Try to carry your wallet in the inside front pocket of your jacket.
- Be sure to ask directions from service providers or hotel desk staff, police or traffic officers.
- Like every major city in the world, Dallas has a homeless population and you should be sure to demonstrate a combination of respect and caution around panhandlers and strangers.
- Stay alert and be aware of your surroundings.

Be sure to visit INTA's "In and Around Dallas" webpage at <http://dcvb.dmplocal.com/sites/355/welcomeinta2013.html> for access to an extensive website offering all the information you need to learn about Dallas, from shopping to restaurants to transportation.

Weather Conditions and Attire

May is a great month to visit Dallas, TX. The weather can be a mix of hot, humid temperatures, as well as colder, rainy days. So bring a good variety of clothes, a light jacket and an umbrella.

Average temperatures in May range from a high of 85°F (29°C) during the day and a low of 65°F (18°C) at night.

The temperature of the meeting rooms may not be within your comfort level, so you are encouraged to wear layered outer clothing (jackets or sweaters). The attire of the meeting is business or business casual.