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 is a great opportunity to begin networking and meeting other attendees. Mark your calendars for **Saturday, May 10 from 4:00-5:00 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 Hong Kong and this year you can even design your own schedule. Download the app from [www.tripbuilder.com/inta2014](http://www.tripbuilder.com/inta2014) 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/14am/](http://applications.inta.org/cmmeet/14am/).
Stay informed and follow the 2014 Annual Meeting on Twitter at www.twitter.com/INTA.

#INTA14

**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 (in the Exhibition Hall)
- E-Access Pavilion (in the Exhibition Hall)
- INTA Information Booth (at Registration)
- INTA Exhibit (in the Exhibition Hall)
- Exhibition Hall
  - More than 100 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—Xuemin Chen, Zhongzi Law Office (China) and David Stone, Simmons & Simmons LLP (United Kingdom) (136th Annual Meeting Co-Chairs)
  - Welcome & Introductions – Etienne Sanz de Acedo, INTA (United States)
  - INTA President’s Address – Mei-Lan E.W. Stark, Fox Entertainment Group (United States)
  - Keynote Address
What’s New

The Annual Meeting will feature “Focus on Asia” programming from Sunday through Wednesday that will cover hot topics and case law updates in Asia, as well as introductory topics for those thinking of entering the region for business. Look for the Focus on Asia logo (below) when checking the programming schedule each day.

New program on Monday, May 12:

• **RM51 Annual Review of Leading Case Law in the European Union**

  This session, which will be held from 3:30 pm until 4:45 pm on Monday, is intended for a global audience. Speakers will provide a wide-ranging and concise analysis of recent key decisions that have shaped European trademark law. Intended to be the European version of the Annual Review, this session will be scheduled annually going forward.

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/14am/](http://applications.inta.org/cmmeet/14am/).
The following highlighted educational sessions are but a sampling of the vast educational opportunities available at the Annual Meeting:

**Monday, May 12 at 10:15 am-11:30 am**

**CM03 Trademarks at the Crossroads of Trade and Culture**  
*Intermediate Level*

This panel of distinguished trademark professors will debate issues related to the scope of trademark protection and limitations to such protection driven by the promotion of competition and public interest. Speakers will consider the challenges and opportunities that the globalization of trade has created for trademark owners and their competitors with respect to the acquisition and enforcement of trademark rights at the national, international and transnational level, with particular attention to famous marks and luxury goods.

**Moderator:**
Irene Calboli, Marquette University Law School (United States) and National University of Singapore (Singapore)

**Speakers:**
Lionel Bently, University of Cambridge (United Kingdom)  
Dan Hunter, Queensland University of Technology (Australia) and New York Law School (United States)  
Haochen Sun, The University of Hong Kong (Hong Kong SAR, China)

**Monday, May 12 at 11:45 am-1:00 pm**

**CM20 Battling for Brands: Strategies for Dealing with Private Labels**  
*Intermediate to Advanced Level*

Discover the different ways in which brand owners can insulate their brands from the exponential growth of private labels and retailer power, including:

- Driving product innovation and maximizing protection of intellectual property rights such as designs, copyright, etc.
- Leveraging trading relationships to effect changes on a commercial level.
- Smart use of enforcement techniques, including effectively stopping private label products from crossing borders.
• Alternative legal routes—competition laws, regulatory laws, lobbying, etc.

Speakers will share tips on the best ways to combine and use these tools in their various jurisdictions.

**Moderator:**
Imogen Fowler, Hogan Lovells (Allicante) S.L. y Cia (Spain)

**Speakers:**
Jorge Casals Ide, Red Bull GmbH (Austria)
Ann H. Chen, Mars, Incorporated (United States)
Lydia T. Gobena, Fross Zelnick Lehrman & Zissu, P.C. (United States)

**Tuesday, May 13 at 10:15 am–11:30 am**
**IT01 Rethinking Online Enforcement: How I Learned to Stop Worrying and Start Loving Social Media**
*Intermediate to Advanced Level*

Social media has become a very useful marketing tool not only for traditional brands but also for celebrities, political figures and various causes. One of its challenges, however, is the natural tension between how the public may wish to utilize social media platforms and brands versus what the brand owner views as its obligation to protect. In this session, panelists will provide creative solutions and practical tips for handling real-world issues, drawn from their experiences in news, entertainment and social networking platforms. They will focus on how, when and whether to complain in the context of:

• Politics and elections.
• “But I'm your biggest fan!”: when fans go overboard in their own promotion of brands.
• The self-promoter. When others go overboard in using brands to promote themselves.
• Newer, non-traditional and/or fleeting vehicles for infringement, such as Snapchat and hashtags.

**Moderator:**
Laura Covington, Yahoo! Inc. (United States)
Speakers:
Rebecca Borden, CBS Corporation (United States)
Anthony Falzone, Pinterest, Inc. (United States)
Karen Law, Alibaba Group (Hong Kong SAR, China)

Tuesday, May 13 at 11:45 am–1:00 pm

CT21 Working Trademarks into the M&A Process: Tips for Spotting Issues and Working Collaboratively in a High-Pressure, Short-Deadline World

Beginner to Intermediate Level

Whether the acquisition is technology-driven or the purchase is all about the brand, trademark counsel must work with corporate merger and acquisition teams and outside counsel to make sure that the acquired marks are properly vetted and valued, that appropriate licenses are in place, and that the proper clearance and due diligence to support current and future—or surprise—use has been done. This is also true when trademarks and brand assets are being sold. In-house speakers from companies that have acquired technology, products, or brands and have continued to build them will share solutions for dealing with trademark and trade name issues that crop up post-deal. A panelist from private practice will also discuss specific legal requirements and how the process works from the outside counsel perspective.

Moderator and Speaker:
Joseph Nabor, Fitch, Even, Tabin & Flannery, LLP (United States)

Speakers:

Joel B. Smith, Herbert Smith Freehills LLP (Australia)
Christopher Turk, The H.D. Lee Company, Inc. (United States)

Tuesday, May 13 at 3:30 pm –4:45 pm

IT50 To Rebrand or Not to Rebrand: Handling a Reputational Crisis

Intermediate Level

The U.S. financial crisis of September 2008 was a stunning example of how financial services and insurance companies can have their reputations shattered almost overnight. Since then, as a result of increased scrutiny and oversight, these
types of companies have been in the crosshairs of both regulators and the media. Speakers will discuss from a U.S. perspective when the damage requires rebranding and when a famous brand can be salvaged. What is the best way to handle each of these options?

**Moderator:**
Elizabeth Pearce, AIG (United States)

**Speakers:**
Glenn A. Gundersen, Dechert LLP (United States)
Heather Steinmeyer, WellPoint, Inc. (United States)

*Wednesday, May 14 at 10:15 am–11:30 am*

**CW01 Annual Review of U.S. Federal Case Law and TTAB Developments**

*Advanced Level*

Plan to attend this INTA annual favorite and hear a concise analysis of recent major decisions rendered by the U.S. courts and the Trademark Trial and Appeal Board (TTAB), as reported in Vol. 104, No. 1 of *The Trademark Reporter*.

**Speakers:**
Theodore H. Davis, Jr., Kilpatrick Townsend & Stockton LLP (United States)
John L. Welch, Lando & Anastasi LLP (United States)

*Wednesday, May 14 at 11:45 am–1:00 pm*

**CW22 Doing Business in India**

*Intermediate Level*

India, one of the fastest growing markets today with its large English speaking population and ever increasing middle class, remains a unique, but sometimes daunting business destination. With most international businesses adopting the policy of thinking globally and acting locally, organizations are looking to gain insight into not only effectively breaking into this foreign market but also growing into a successful long-term venture.

International and local speakers will share their experiences, highlighting:

- Key aspects of doing business in India including work culture and bureaucracy.
• The country’s evolving regulatory landscape.
• Decoding the court system.
• Approach to intellectual property and best practices.

**Moderator:**
Alexander Klett, Reed Smith (Germany)

**Speakers:**
Molly Baxi, Groth & Co. (Sweden)
Anupam Pandey, Obhan & Associates (India)
Purnima Singh, Mulla & Mulla & Craigie Blunt & Caroe (India)

**Networking Opportunities**

• Welcome Reception (Sunday, 5:00pm – 7:00pm)
• Exhibition Hall
  o Sunday (12:00 pm – 5:00 pm)
  o Monday (10:00 am – 4:00 pm)
  o Tuesday (10:00 am – 4:00 pm)
  o Wednesday (10:00 am – 2:00 pm)
• Hospitality Area
  o Saturday (2:00 pm – 8:00 pm)
  o Sunday (8:00 am – 7:00 pm)
  o Monday (7:30 am – 5:00 pm)
  o Tuesday (7:30 am – 5:00 pm)
  o Wednesday (7:30 am – 4:00 pm)
• Grand Finale (Wednesday, 7:00 pm)
  o Shuttles depart certain hotels starting at 5:00 pm

Table Topics (Sunday-Wednesday—any available tickets may be purchased at the door, Room N201.)
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 you 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 and Exhibition Center and when you are walking around the city

In and Around Hong Kong

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 and Exhibition 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, Hong Kong 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 “About Hong Kong” webpage at http://www.inta.org/2014AM/Information/Pages/About-Hong-Kong.aspx for access to an extensive website offering all the information you need to learn about Hong Kong, from shopping to restaurants to transportation.
Weather Conditions and Attire

The weather in May can be quite humid with the average temperatures in the upper 70’s F (25 C). Be sure to pack some layers so that you stay warm in the Convention and Exhibition Center and cool outside. Bring an umbrella with you as well since May can sometimes be a damp month for the city.