Schedule at a Glance
Schedule at a Glance

Saturday, May 10
8:00 am–5:00 pm  Academic Course on International Trademark Law (Day 1)
10:00 am–5:00 pm  Board of Directors Meeting
2:00 pm–8:00 pm  Registration and Hospitality
3:00 pm–4:00 pm  First-Time Attendee Annual Meeting Orientation
7:00 pm–11:00 pm  2014 INTA Gala

Sunday, May 11
8:00 am–7:00 pm  Registration and Hospitality
8:00 am–10:00 am  Breakfast Committee Meetings
8:00 am–5:00 pm  Academic Course on International Trademark Law (Day 2)
8:30 am–4:00 pm  Tours
9:30 am–11:30 am Brunch Table Topics
10:15 am–12:15 pm  Committee Meetings
10:30 am–11:45 am The Essentials of Managing a Worldwide Trademark Portfolio**
11:00 am–1:00 pm How to Keep Your Students Engaged and Off Social Media During Class
11:00 am–1:00 pm  Madrid System Users’ Meeting (MSUM) Organized by World Intellectual Property Organization (WIPO)
11:30 am–1:30 pm  Trademark Administrators Brunch
11:30 am–4:45 pm  In-House Practitioners Luncheon and Workshop (Limited to in-house practitioners only; advance registration required; CLE credit available)
12:00 pm–2:00 pm Luncheon Table Topics
12:00 pm–5:00 pm  Exhibition Hall
12:30 pm–2:30 pm  Luncheon Committee Meetings
1:30 pm–3:30 pm  Japan Patent Office (JPO) User’s Meeting: Recent Activities and Examination Practices for Trademarks in Japan
2:00 pm–3:00 pm  Speed Networking
2:00 pm–3:15 pm What Role Will Trademarks Play in the Future of Asia? ⚡Focus on Asia
2:30 pm–4:30 pm  CTM and RCD Users’ Meeting Organized by the Office for the Harmonization in the Internal Market (OHIM)
2:45 pm–4:45 pm Committee Meetings
3:00 pm–5:00 pm  Afternoon Tea Table Topics
3:30 pm–4:45 pm  Around the Nonprofit World in 75 Minutes
3:30 pm–4:45 pm ROCK n’ RULE the Podium: How NOT to Give a Lousy Presentation
5:00 pm–7:00 pm  Welcome Reception

Monday, May 12
7:30 am–5:00 pm  Registration and Hospitality
8:00 am–10:00 am  Continental Breakfast
8:30 am–5:00 pm  Tours
8:45 am–10:00 am  Opening Ceremonies and Keynote Address**
10:00 am–4:00 pm  Exhibition Hall
10:15 am–11:30 am Concurrent Sessions
            CM01 Doing Business in China ⚡Focus on Asia
            CM02 Plain Packaging: Who Will it Affect Next?
            CM03 Trademarks at the Crossroads of Trade and Culture
            CM04 Trademarks and New Generic Top-Level Domains (gTLDs): An Update
10:15 am–12:15 pm  Committee Meetings

* By invitation only.
** English-Chinese Simultaneous Interpretation
Schedule at a Glance

**Monday, May 12**

10:15 am–7:00 pm  Career Development Day
10:15 am–7:00 pm  Academic Day
10:30 am–11:30 am  Speed Networking
11:45 am–1:00 pm  Concurrent Sessions
   - CM20 Battling for Brands: Strategies for Dealing with Private Labels
   - IM20 The Shape of Things to Come: Clearing and Protecting High-Tech Product Configurations
   - RM20 Regional Update: China **Focus on Asia**
   - RM21 Regional Update: Working with Customs in Europe
12:00 pm–1:00 pm  Speed Networking
1:15 pm–3:15 pm  Chinese IP Government Workshop
1:15 pm–3:15 pm  Luncheon Committee Meetings
1:15 pm–3:15 pm  Luncheon Table Topics
1:15 pm–3:15 pm  Past Presidents Luncheon*
1:30 pm–2:30 pm  Speed Networking
1:30 pm–2:30 pm  Trademark and IP Issues in China: Government Perspective**
2:00 pm–4:00 pm  Speed Networking
3:30 pm–4:45 pm  Concurrent Sessions
   - CM50 Social Media in China: How to Harness the Potential and Avoid Legal Pitfalls **Focus on Asia**
   - CM51 The Presumption of Irreparable Harm: Don’t Stop Believing
   - RM50 Regional Update: Africa Rising!
   - RM51 Annual Review of Leading Case Law in the European Union
3:45 pm–5:45 pm  Committee Meetings
5:15 pm–7:00 pm  Academic and Young Practitioner Happy Hour
5:30 pm–6:30 pm  India Reception*
6:00 pm–7:30 pm  China Reception*
9:00 pm–11:30 pm  President’s Dessert Reception*

**Tuesday, May 13**

7:30 am–5:00 pm  Registration and Hospitality
8:00 am–10:00 am  Continental Breakfast
8:00 am–10:00 am  Breakfast Committee Meetings
8:00 am–10:00 am  Breakfast Table Topics
8:30 am–10:00 am  INTA Roundtable Hosts Breakfast*
8:30 am–4:00 pm  Tours
10:00 am–12:00 pm  Association Brunch*
10:00 am–4:00 pm  Exhibition Hall
10:15 am–11:30 am  Concurrent Sessions
   - CT01 Your Portfolio in U.S. Embargoed Countries: A Practical and Ethical Approach to Hidden Risks
   - CT02 Criminal Action against Counterfeiters in China **Focus on Asia**
   - IT01 Rethinking Online Enforcement: How I Learned To Stop Worrying and Start Loving Social Media
   - RT01 Regional Update: India and the Middle East
10:15 am–12:15 pm  Committee Meetings
10:30 am–11:30 am  Speed Networking
11:45 am–1:00 pm  Concurrent Sessions
   - CT20 Using Madrid Protocol—Risks & Rewards

* By invitation only.
** English-Chinese Simultaneous Interpretation
Schedule at a Glance

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

CT22 Online Advertising: Keywords 2.0 and Beyond

CT23 IP Issues in the Digital Era: Impact of the Digital Revolution  Focus on Asia

12:00 pm–1:00 pm  Speed Networking

12:00 pm–2:00 pm  Unreal Campaign Member Training Session*

12:00 pm–4:00 pm  Unreal Campaign: Student Engagement Program

1:15 pm–3:15 pm  United States Patent and Trademark Office (USPTO) Users’ Meeting

1:15 pm–3:15 pm  TM5 Seminar on Bad-faith Trademark Filings

1:15 pm–3:15 pm  Luncheon Committee Meetings

1:15 pm–3:15 pm  Luncheon Table Topics

1:30 pm–2:30 pm  Speed Networking

3:00 pm–4:00 pm  Speed Networking

3:30 pm–4:45 pm  Concurrent Sessions

CT50 BFF–Best Friends Forever: Secrets of a Successful Relationship between In-House and Outside Counsel, including Ethical Considerations

CT51 Branding Culture–Homage or Misappropriation?

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

RT50 Regional Update: Northeast and Southeast Asia  Focus on Asia

3:45 pm–5:45 pm  Committee Meetings

5:00 pm–7:00 pm  In–House Practitioners Reception*

6:00 pm–7:00 pm  Government Officials Reception*

Wednesday, May 14

7:30 am–2:00 pm  Registration

7:30 am–4:00 pm  Hospitality

8:00 am–10:00 am  Continental Breakfast

8:00 am–10:00 am  Breakfast Committee Meetings

8:00 am–10:00 am  Breakfast Table Topics

8:30 am–4:00 pm  Tours

10:00 am–2:00 pm  Exhibition Hall

10:15 am–11:30 am  Concurrent Sessions

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

RW01 Regional Update: Oceania  Focus on Asia

RW02 Regional Update: Latin America

10:30 am–11:30 am  Speed Networking

11:45 am–1:00 pm  Concurrent Sessions

CW20 Protecting Your Brand Online

CW21 Local Script Marks: What Do Yours Say About You?  Focus on Asia**

CW22 Doing Business in India  Focus on Asia

IW20 By the Bottle or by the Glass: How Local Cultures and Habits Drive Trademark**

Decisions in the Alcoholic Beverage World

12:00 pm–1:00 pm  Speed Networking

1:15 pm–3:15 pm  Luncheon Table Topics

7:00 pm–11:00 pm  Grand Finale Hong Kong Disneyland

* By invitation only.

** English-Chinese Simultaneous Interpretation