September 10–11, 2012
Radisson Blu Falconer Hotel & Conference Center
Copenhagen, Denmark
**INTA 2013 Calendar of Events**

Plan your 2013 calendar with these INTA events and stay up to date on trademark issues that affect your brands—domestically, regionally and globally.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Event Description</th>
<th>Location</th>
<th>Registration Details</th>
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<tr>
<td>January 2</td>
<td>Annual Meeting registration launches!</td>
<td></td>
<td>Register online</td>
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<tr>
<td>January 22–February 1</td>
<td>U.S. Roundtables</td>
<td>Various U.S. Cities</td>
<td>Register online</td>
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<tr>
<td>February 25–March 8</td>
<td>TMA Roundtables</td>
<td>Various U.S. Cities</td>
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<tr>
<td>February 8–9</td>
<td>Trademark Practice Trends in India</td>
<td>Mumbai, India</td>
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<tr>
<td>February 15</td>
<td><strong>Annual Meeting early registration ends!</strong></td>
<td></td>
<td><strong>Register online</strong></td>
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<tr>
<td>March 7–8</td>
<td>Trademarks and the Internet Conference</td>
<td>Philadelphia, PA USA</td>
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<tr>
<td>April 8–19</td>
<td>U.S. Roundtables</td>
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<tr>
<td>May 4–8</td>
<td>135th Annual Meeting</td>
<td>Dallas, TX USA</td>
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<td>July 8–19</td>
<td>U.S. Roundtables</td>
<td>Various U.S. Cities</td>
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<tr>
<td>July 17–28</td>
<td>TMA Roundtables</td>
<td>Various U.S. Cities</td>
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<tr>
<td>September 23–October 4</td>
<td>U.S. Roundtable</td>
<td>Various U.S. Cities</td>
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<td>October 3–4</td>
<td>Branding Conference</td>
<td>Chicago, IL USA</td>
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<tr>
<td>October 15–November 25</td>
<td>TMA Roundtables</td>
<td>Various U.S. Cities</td>
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<tr>
<td>November 12–16</td>
<td>Leadership Meeting</td>
<td>Miami Beach, FL USA</td>
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<tr>
<td>December 9–10</td>
<td>Middle East Regional Conference</td>
<td>Dubai, UAE</td>
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</tbody>
</table>

Dates and topics subject to change. Visit the website or contact meetings@inta.org for the latest information.

Learn more about INTA events, including international roundtables, networking receptions, E-Learning, academic competitions and more at [www.inta.org/programs](http://www.inta.org/programs).
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Badges and Admittance Policy

Only persons registered for this meeting are admitted to educational sessions, meals and receptions. Those properly registered will receive an INTA name badge. Name badges must be worn at all times to gain access to all official INTA functions. Anyone found counterfeiting, copying or sharing badges may be subject to sanctions up to and including removal from the meeting and revocation of their INTA membership.

Trademark Practice
Trends in India
February 8–9 | Mumbai, India

Join global trademark experts in Mumbai as they address trademark practice trends in India and its effect on domestic and international brand owners.

This two-day conference covers the following topics:
- The trademark landscape in India–optimizing business strategies.
- Update from the Indian and Patent and Trademark Office.
- Update on the Madrid Protocol.
- Counterfeiting and customs recordal of rights.
- Trademark litigations and settlements
- Social media and counterfeiting
- Trademarks in business transactions

Registration opens October 2012.

Visit www.inta.org/calendar
Overview

Every new product sold in the marketplace strives to convey a “wow factor”—to touch consumers in a way that stirs their emotions. This “wow factor” is created by the unique look or design of the product and its ability to communicate, at a glance, the reputation of the enterprise behind it. When successful, such design constitutes a huge competitive advantage that can result in increased sales, higher profit margins and greater market share. These “appearance” attributes can be protected under the law as trade dress (i.e., the shape or configuration of a product), industrial designs and copyrights, the registration of which is as critical to success in the global marketplace as the attributes themselves. Any enterprise that does not integrate into its business strategy a plan for the timely acquisition, maintenance and management of such design rights may forfeit the very competitive edge it spent so much time, effort and money to create.

At this conference you will venture beyond the border of trade dress into industrial design rights and copyright. You will take an integrated look at these sometimes overlapping intellectual property rights as well as select issues unique to each, and gain a basic understanding of the most common protection systems, which—especially in the field of unfair competition law—may differ dramatically from one country to the next.

If you specialize in one area, you may see an opportunity to expand into another; if you already provide “one-stop shop” services you will enhance your knowledge and skills. All will enjoy the thought-provoking discussion among the speakers and with attendees about these very important areas of the law of intellectual property.

Attendees will receive practical guidance on:

- Interplay Between Designs, Copyrights and Trademarks
- The Balance Between Traditional and Aesthetic Features in Product Designs
- Creating Designs—Looking Towards the Future
- The Value of Design Innovation in Consumer Products from a Product Development and Economic Perspective
- The Hague System and Community Designs—The How, When, Where, Why (and Why Not?)
- Highlights of European Case Law
- Enforcement of Designs
- Complex Legal Issues in the Area of Designs
- Look-Alikes and Trade Dress Protection
Agenda

Monday, September 10

8:30 am–9:30 am  Continental Breakfast  1ST FLOOR FOYER
*Note–Attendees that are staying in the conference hotel can enjoy the full breakfast buffet in Backstage Restaurant, as it is included in your room rate.

8:30 am–5:00 pm  Registration and Information Desk Open  103

9:45 am–10:40 am  Welcome to INTA’s Design Protection Conference  AUDIENCE

Welcome Speakers:
Alan C. Drewsen, Executive Director, International Trademark Association (United States)
Gregg Marrazzo, 2012 INTA President, The Estee Lauder Companies (United States)
Leopold von Gerlach, Program Co-Chair, Hogan Lovells International LLP (Germany)
Johan Løje, Program Co-Chair, Sandel, Løje & Partnere (Denmark)

Welcome Speech:
The Honorable Margrethe Vestager, Minister for Economic Affairs and the Interior (Denmark)

10:40 am–12:25 pm  Interplay Between Designs, Copyrights and Trademarks: Session I  AUDIENCE

In Europe and beyond, there are different protection systems for product designs and get-up. They differ with respect to requirements for protection, scope of protection, term of protection, time needed to secure rights, requirements for upholding rights, enforcement options, cost, etc. Furthermore, in Europe there are differences on a national level and with the Community rights. Copyright for product shapes is not harmonized at all, and there are big differences between EU Member States.

Speakers will discuss:

- The requirements and the benefits of protection under each of these rights.
- The scope of the available claims under them.
- How to use the available regimes to one’s benefit.
- How courts in various countries deal with the interplay between the systems.
Monday, September 10 (continued)

Moderator:
Alexander Klett, Reed Smith LLP (Germany)

Speakers:
Henning Hartwig, Bardehle Pagenberg (Germany)
Fabrizio Jacobacci, Estudio Legale Jacobacci & Associati (Italy)
Stefan Naumann, Hughes Hubbard and Reed LLP (France)
Lucy Nichols, Nokia Inc. (United States)

12:25 pm–1:30 pm Networking Lunch BACKSTAGE RESTAURANT

1:30 pm–2:45 pm The Balance Between Functional and Aesthetic Features in Product Designs: Session II AUDIENCE

Companies invest significant resources in designing new and unique products that both function differently and look different. The courts and legislators have attempted to establish a balance between protecting these aesthetic expressions and allowing free competition in unprotected functional features. Rights holders have attempted to negotiate this fine line, sometimes successfully, sometimes not. The protection of aesthetic product shapes via trade dress and design law is affected by functionality considerations, and this session will explore how these functionality limits have been applied by the courts and how they have practically affected stakeholders. While functionality is essentially a question of fact, it can be challenging to understand the limits of functionality as applied to designs and to trade dress and to apply the various legal tests in both Europe and the United States.

Topics will include:

- How have the courts interpreted the phrase “solely dictated by technical function” with regard to product designs?
- How have the courts balanced the protection of aesthetic features with the allowance of the free use of unprotected functional features?
- Is there a difference between how the courts treat the issue of functionality for trade dress and for design patents/registrations, and if so, why?
- Can “spare parts” be protected by design law, and what strategies can be adopted for these products?
- What strategies can be used to avoid functionality objections?

Moderator:
Henry Lue, Dimock Stratton LLP (Canada)
Monday, September 10 (continued)

Speakers:
Anna Carboni, Redd Solicitors LLP (United Kingdom)
Perry Saidman, Saidman DesignLaw Group (United States)
Eric J. Siecker, Caterpillar Inc. (United Kingdom)

2:45 pm–3:00 pm Desert Break
1ST FLOOR FOYER

3:00 pm–3:45 pm Creating Designs–Looking Towards the Future: Session III
AUDIENCE

Discover the IP issues that need to be addressed in the creation of high-tech, innovative designs, specifically:

- When “networking” and “co-designing” are used to develop solutions in the design process with short lead times.
- When technology and design are integrated in order to meet consumer needs for smart/multifunctional products.
- When you are able to print your own goods through 3D printing.
- When nanotechnology is combined with the use of new materials in the design process.

Moderator:
Karen Fong, Rouse (United Kingdom)

Speakers:
Steinar Valade-Amland, Danish Designers (Denmark)
Karen Fong, Rouse (United Kingdom)

3:45 pm–3:50 pm Change of Panel Break

3:50 pm–5:20 pm The Value of Design Innovation in Consumer Products
from a Product Development and Economic Perspective: Session IV
AUDIENCE

A panel of non-lawyers will discuss the development process and economic benefit of developing and integrating unique, innovative designs into consumer products and the economic impact realized from such product differentiation.
Monday, September 10 (continued)

Providing an economic perspective, these experts will also present a useful analysis of the value specifically attributable to (a) companies and (b) sales of individual products integrating such innovative designs.

**Moderator:**
Richard McKenna, Foley & Lardner LLP (United States)

**Speakers:**
Alexander Carter-Silk, Speechly Bircham (United Kingdom)
Nille Juul-Sørensen, Danish Design Center (Denmark)
Flemming Møller Pedersen, Bang & Olufsen (Denmark)

5:20 pm  Adjourn

5:30 pm–7:00 pm  Welcome to Denmark Reception
Tuesday, September 11

8:00 am–9:00 am  Continental Breakfast  1ST FLOOR FOYER
*Note–Attendees that are staying in the conference hotel can enjoy the full breakfast buffet in Backstage Restaurant, as it is included in your room rate.

8:30 am–5:00 pm  Registration and Information Desk Open  103

9:00 am–9:10 am  Welcome and Daily Overview  AUDIENCE

9:10 am–9:25 am  Design Rights Subcommittee Update: Session V  AUDIENCE
Receive an update on the activities of INTA's Design Rights Subcommittee and projects it is working on to further the Association’s mission in this area.

Speaker:
Keith Howick, Carpmaels & Ransford (United Kingdom)

9:25 am–10:40 am  The Hague System and Community Designs–  AUDIENCE
The How, When, Where, Why (and Why Not?): Session VI

Get advice directly from the source on how to best utilize the two systems, including inside information on all the practical aspects of obtaining registrations. Combine this with industry advice on the advantages and disadvantages of each system, and you will leave fully equipped to take advantage of these two systems.

Moderator:
Susie Arnesen, Sandel, Løje & Partnere (Denmark)

Speakers:
Gregoire Bisson, WIPO (Switzerland)
Lucy Nichols, Nokia Inc. (United States)
David Stone, Simmons & Simmons (United Kingdom)

10:40 am–11:00 am  Networking Break  1ST FLOOR FOYER
Tuesday, September 11 (continued)

11:00 am–12:00 pm  Highlights of European Case Law: Session VII  AUDIENCE

In an interview format, you will receive an overview of the most prominent cases and decisions on Community designs, as well as highlights and controversial issues of matters before the European courts, OHIM and the Appeal Boards.

 Moderator:
Leopold von Gerlach, Hogan Lovells International LLP (Germany)

 Speaker:
David Stone, Simmons & Simmons (United Kingdom)

12:00 pm–1:00 pm  Networking Lunch  BACKSTAGE RESTAURANT

1:00 pm–2:30 pm  Enforcement of Designs: Session VIII  AUDIENCE

A comprehensive and well-thought-out enforcement strategy is critical to protect and prevent designs from infringement activity. Through use of a case study involving a multinational design infringement, you will gain insights and useful tips on how major jurisdictions deal with and coordinate customs measures, different types of proceedings, protection strategies, and practical issues such as costs and timing, and how intellectual property owners can coordinate multinational enforcement efforts.

 Moderator:
Gregor Vos, Klos Morel Vos & Schaap (Netherlands)

 Speakers:
Till Lampel, Harmsen & Utescher (Germany)
Luke Minford, Rouse (United Kingdom)
Perry Saidman, Saidman DesignLaw Group (United States)
Gregor Vos, Klos Morel Vos & Schaap (Netherlands)

2:30 pm–2:45 pm  Networking Break  1ST FLOOR FOYER

2:45 pm–3:45 pm  Complex Legal Issues in the Area of Designs: Session IX  AUDIENCE

Enjoy a high-level and interactive discussion on:

- U.S. conflict between designs, patents and trade dress.
- Copyright protection of designs and impact on the Bern Convention.
Tuesday, September 11 (continued)

Moderator:
Uwe Lueken, Bird & Bird (Germany)

Speakers:
Johan Løje, Sandel, Løje & Partnere (Denmark)
Perry Saidman, Saidman DesignLaw Group (United States)

3:45 pm–3:50 pm Change of Panel Break

3:50 pm–4:50 pm Look-Alikes and Trade Dress Protection: Session X AUDIENCE

Receive a tour d’horizon through the protection levels in European countries, with a focus on unfair competition legislation. Discussion will include:

- EU Commission study on look-alikes.
- Parasitic copying.
- Protection levels at European courts.

Moderator:
Johan Løje, Sandel, Løje & Partnere (Denmark)

Speakers:
Uwe Lueken, Bird & Bird (Germany)
Johan Løje, Sandel, Løje & Partnere (Denmark)
Stefan Naumann, Hughes Hubbard and Reed LLP (France)

4:50 pm Adjourn and Wrap-up AUDIENCE

Speakers:
Leopold von Gerlach, Hogan Lovells International LLP (Germany)
Johan Løje, Sandel, Løje & Partnere (Denmark)
Continuing Legal Education

This conference qualifies as an educational program in the following countries:

- Denmark: 14 lessons
- France: CNB accreditation number 12-038
- Ireland: 11 hours of General CPD by Group Study
- Italy: 1 credit per hour
- United Kingdom: CPD Points
- United States: CLE Points

For more information, please email cle@inta.org. Be sure to stop by the Registration and Information Desk to sign the CLE book and to pick up a certificate of attendance.

Project Team

Exceptional topics, faculty and presentations have come to distinguish INTA programs and earn them an unmatched reputation in the field of trademark law and practice. INTA owes this achievement to the many volunteers who so willingly contribute their time and energy to this effort.

INTA would like to thank the Project Team for its excellent work in planning and presenting this conference.

Chairs
Leopold von Gerlach
Hogan Lovells International LLP (Germany)

Johan Løje
Sandel, Løje & Partnere (Denmark)

INTA Staff Liaisons
Ann Eng
Director, Education

Stuart Ruff
Senior Planner, Meetings, Conventions & Events Strategy

Project Team Members
Karen Fong
Rouse (United Kingdom)

Keith Howick
Carpmaels & Ransford (United Kingdom)

Alexander Klett
Reed Smith LLP (Germany)

Henry Lue
Dimock Stratton LLP (Canada)

Uwe Lueken
Bird & Bird (Germany)

Richard McKenna
Foley & Lardner LLP (United States)

Perry Saidman
Saidman DesignLaw Group (United States)

Gregor Vos
Klos Morel Vos & Schaap (Netherlands)
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Anaqua & SGA² provide advanced IP management software and services to companies and law firms. IP services include high quality, cost effective worldwide maintenance of trademarks, patent and designs as well as registry title updates.

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1. FLOOR

2. FLOOR

AUDIENCE

GROUND FLOOR

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The world’s largest and most widely-attended trademark event!

Five days of education and networking. Endless opportunities for growth!

With over 9,500 attendees from more than 140 countries, last year’s Annual Meeting was the largest to date, and with the number of evolving trademark issues that continue to shape the industry and your practice, it is important to start planning your attendance to the 2013 and 2014 meetings now.

May 4–8, 2013  
135th Annual Meeting  
Dallas, TX USA

May 10–14, 2014  
136th Annual Meeting  
Hong Kong, SAR China

Visit www.inta.org/annualmeeting