

PROGRAM *at a* GLANCE

SATURDAY MAY 14

8:00 a.m. – 5:00 p.m.
Course on International Trademark Law

8:00 a.m. – 9:00 p.m.
Tours – depart from SCC

12:00 p.m. – 1:30 p.m.
Board of Directors Luncheon – M

1:30 p.m. – 5:00 p.m.
Board of Directors Meeting – M

2:00 p.m. – 6:00 p.m.
Registration – SCC
Hospitality – SCC

7:00 p.m. – 11:00 p.m.
INTA Gala – H

Key:

“SCC” indicates San Diego Convention Center
“M” indicates San Diego Marriott Hotel & Marina
“H” indicates Manchester Grand Hyatt San Diego

Concurrent Sessions listings indicate the level of the presentation:

- (A) = Advanced
- (I) = Intermediate
- (B) = Basic
- (G) = General Interest

SUNDAY MAY 15

8:00 a.m. – 5:00 p.m.
Course on International Trademark Law

8:30 a.m. – 4:30 p.m.
Tours – depart from SCC

9:30 a.m. – 6:30 p.m.
Registration – SCC
Hospitality – SCC

10:00 a.m. – 12:00 p.m.
Committee Meetings – M

12:15 p.m. – 2:15 p.m.
Committee Meetings – M
Luncheon Table Topics – SCC
Trademark Administrators Brunch – SCC
(Advance registration required.)

12:30 p.m. – 4:30 p.m.
Exhibition Hall Open – SCC

2:30 p.m. – 4:30 p.m.
Committee Meetings – M

3:00 p.m. – 4:45 p.m.
INTA Annual Meeting Orientation
and Cocktail Reception – SCC

5:00 p.m. – 6:30 p.m.
127th Annual Meeting
Opening Ceremonies – SCC

6:45 p.m. – 8:15 p.m.
Welcome Reception – “It’s Showtime!”
(Embarcadero Park North)

MONDAY MAY 16

7:30 a.m. – 5:30 p.m.
Registration – SCC
Hospitality – SCC

8:00 a.m. – 10:00 a.m.
Continental Breakfast – SCC
Breakfast Table Topics – SCC
Committee Meetings – M

8:30 a.m. – 5:00 p.m.
Tours – depart from SCC

8:30 a.m. – 4:00 p.m.
Exhibition Hall Open – SCC

10:15 a.m. – 12:30 p.m.
Showcase Session – SCC
• “That’s Entertainment”
• Product Placement and Misplacement –
The Good, the Bad and the Ugly

12:45 p.m. – 2:45 p.m.
Committee Meetings – M

12:45 p.m. – 2:45 p.m.
Luncheon Table Topics – SCC

12:45 p.m. – 2:45 p.m.
WORKSHOPS – SCC
• Building Mega-Brands in Today’s Chinese
Economy (I)
• International ADR Workshop (A)
• USPTO Office Action Workshop –
Win, Lose or Draw (I)
• Internet Search Tools and Strategies Workshop (I)

3:00 p.m. – 4:30 p.m.
CONCURRENT SESSIONS – SCC
• Sports Marketing – The Real Dream Team (I)
• Ambush Marketing (A)
• Crossing the Border – Jurisdiction in Cyberspace (A)
• A Decade of Dilution (A)
• Food and Beverage Industry Breakout –
A Rose by Any Other Name . . . (A)
• Toy, Entertainment and Sports Industries
Breakout – Marketing to Children (I)

5:00 p.m. – 6:30 p.m.
Reception for Regular Members Only – M
(By invitation to Regular Members only.)

9:00 p.m. – 11:30 p.m.
President’s Dessert Reception – M
(By invitation only.)

PROGRAM *at a* GLANCE

TUESDAY MAY 17

7:30 a.m. – 4:00 p.m.

Registration – SCC
Hospitality – SCC

8:00 a.m. – 10:00 a.m.

Continental Breakfast – SCC
Breakfast Table Topics – SCC
Committee Meetings – M

8:30 a.m. – 10:00 a.m.

INTA Roundtable Hosts Breakfast – SCC

8:30 a.m. – 2:00 p.m.

Exhibition Hall Open – SCC

9:00 a.m. – 9:30 p.m.

Tours – depart from SCC

10:15 a.m. – 11:45 a.m.

CONCURRENT SESSIONS – SCC

- The Streets of San Diego – Runaway Jury Part I (I/A)
- No Longer a Missing Link – The CTM and the Madrid Protocol (I)
- Geographical Indications – The International Legal Framework and Recent Developments (A)
- Character Licensing and Co-Branding (A)
- Use (and Misuse) of Third-Party Trademarks and Trade Dress (A)
- Pharmaceutical Industry Breakout – Parallel Imports, Public Safety and Advertising (A)

11:00 a.m. – 6:00 p.m.

Sports – Golf Tournament – departs from SCC

12:00 p.m. – 1:30 p.m.

CONCURRENT SESSIONS – SCC

- The Streets of San Diego – Runaway Jury Part II (I/A)
- Trademark Ethics in Jeopardy (A)
- Celebrity Endorsements – Pros and Cons (A)
- Trademarks and Alcoholic Beverages Industry Breakout – What Lawyers Handling Beer, Wine or Spirits Marks Should Know About Their Clients' Businesses (G)
- Luxury Goods Industry Breakout – The Counterfeiting Conundrum (A)
- Divining Consensus on Key UDRP Issues: New WIPO Decision Overview

12:00 p.m. – 4:00 p.m.

Sports – Sailing Regatta – departs from SCC

12:00 p.m. – 6:00 p.m.

Sports – Tennis Tournament – departs from SCC

1:00 p.m. – 5:00 p.m.

Sports – 5K Run – departs from SCC

1:45 p.m. – 3:45 p.m.

Luncheon Table Topics – SCC
Committee Meetings – M

1:45 p.m. – 3:45 p.m.

WORKSHOPS – SCC

- The USPTO Virtual Tour (B)
- Let's Make a Deal – Transactional Due Diligence Workshop (I)
- Deposition Workshop (B)
- Winston Churchill on Oral Advocacy – The Lion's Roar (G)

WEDNESDAY MAY 18

7:30 a.m. – 2:00 p.m.

Registration – SCC
Hospitality – SCC

8:00 a.m. – 10:00 a.m.

Continental Breakfast – SCC
Breakfast Table Topics – SCC
Committee Meetings – M

8:30 a.m. – 2:00 p.m.

Exhibition Hall Open – SCC

9:00 a.m. – 9:30 p.m.

Tours – depart from SCC

10:15 a.m. – 11:45 a.m.

CONCURRENT SESSIONS – SCC

- Annual Review of U.S. Federal Case Law and TTAB Developments (A)
- The Community Design System (I)
- Trademarks in Crisis – Protecting the Brand After a Disaster (A)
- Telecommunications and Computers Industries Breakout – Digital Downloading (I)
- Motor Vehicles, Chemical, Petroleum and Refinery Industries Breakout – Reality Marketing – Fair Use, Nominative Use and Comparative Advertising (I/A)

12:00 p.m. – 1:30 p.m.

CONCURRENT SESSIONS – SCC

- Annual Review of International Case Law (I)
- Inside Look at Surveys (A)
- Be Amusing, Not Confusing – Trademark Parody and Fair Use (I)
- Merchandising and Co-Promotion and the Movies (I)

- Cosmetics, Consumer and Household Goods Industries Breakout – Brand Searching and Clearance in the Internet Age (I)
- Apparel and Accessories Industries Breakout – From Outdated to Updated (I)

1:45 p.m. – 3:45 p.m.

WORKSHOPS – SCC

- Survey Design Workshop (A)
- Ethics Workshop (A)
- Negotiating Licensing and Sponsorship Agreements Workshop (I/A)
- Effective Use of UDRP Proceedings in Domain Name Disputes Workshop (I/A)

1:45 p.m. – 3:45 p.m.

Luncheon Table Topics – SCC
Committee Meetings – M

7:00 p.m. – 11:00 p.m.

Grand Finale – A Sea of Possibilities at SeaWorld®

See you next year at INTA's 128th Annual Meeting in Toronto, Ontario, Canada, May 6 – 10, 2006.



Photo courtesy of Jim Blank