

TABLE TOPICS *at a* GLANCE

Share a table with others interested in discussing exciting and up-to-date topics. All Table Topics will take place at the San Diego Convention Center. Registration is on a first come, first served basis, and is limited to ten participants per table. There is a two Table Topics per person limit for the entire meeting. An additional charge of \$40.00 per person, per topic, will cover food and beverage costs. Some Table Topics will be conducted in languages other than English. These sessions are designated with the language in parentheses.

SUNDAY MAY 15

LUNCHEON

12:15 p.m. – 2:15 p.m.

- TS51 Ambush Marketing – Lessons for Beijing from Sydney and Athens**
Frances Drummond, Freehills Carter Smith Beadle (Australia)
- TS52 Brand Valuation in North America**
Brian M. Daniel, InteCap, Inc. (United States)
- TS53 Conflicts Among Trademarks, Company Names and Domain Names in Asia**
Laura Wen-yu Young, Wang & Wang (Taiwan)
- TS54 Current Issues Concerning the Internet and Domain Names**
John W. Kirkpatrick, American International Group, Inc. (United States)
- TS55 Famous Brands – Co-Branding**
Nicole E. Soffin, NBA Properties, Inc. (United States)
- TS56 How to Keep Clients Happy**
Odette M. Gourley, Minter Ellison (Australia)
- TS57 In-House Counsel Cost Concerns for the Corporate Attorney**
Kari J. Wangenstein, Best Buy Co., Inc. (United States)
- TS58 In-House Counsel – How to Educate Your Sales and Marketing Department about Trademark Issues**
Avis Frazier-Thomas, Warner Bros. (United States)
- TS59 International Trademark Strategies in Europe**
Barbara E. Cookson, Nabarro Nathanson (United Kingdom)
- TS60 Madrid Protocol Basics**
Jody Haller Drake, Sughrue Mion, PLLC (United States)
- TS61 Madrid Protocol Update (in Spanish)**
Jose Graca-Aranha, World Intellectual Property Organization (Switzerland)
- TS62 Opposition Practice in Europe**
Cornelia Schmitt, Grünecker, Kinkeldey, Stockmair & Schwanhäusser (Germany)
- TS63 Parallel Import Issues in North America**
Douglas R. Wolf, Wolf, Greenfield & Sacks, P.C. (United States)
- TS64 Practical Tips for Jury Selection in U.S. Trademark Litigation Cases**
Robert L. Raskopf, White & Case LLP (United States)

- TS65 Product Placement in Film and Television**
Steven Rosenthal, Diageo North America, Inc. (United States)
- TS66 Protecting Famous Trademarks in Latin America (in Spanish)**
Esteban Mazzucco, The Clorox Company (United States)
- TS67 Protecting Famous Trademarks in Latin America**
Sergio Ellmann, Marval, O'Farrell & Mairal (Argentina)
- TS68 Recent Developments in Damages Awards in Trademark Cases**
Thomas L. Holt, Brinks Hofer Gilson & Lione (United States)
- TS69 Selecting a Survey Expert**
Lynn Loeb, Overture Services, Inc. (United States)
- TS70 Trademarks and Life After Bankruptcy**
Marshall B. Martin, Vandeventer Black, LLP (United States)
- TS71 Who Owns Professional Sports Marks – Leagues, Teams, Players, Players Associations?**
Sheldon Burshtein, Blake, Cassels & Graydon LLP (Canada)

MONDAY MAY 16

BREAKFAST

8:00 a.m. – 10:00 a.m.

- TM01 Anticounterfeiting Strategies in North America**
Anthony M. Keats, Keats McFarland & Wilson LLP (United States)
- TM02 Community Trade Mark in a Nutshell**
Vincent O'Reilly, Office for Harmonization in the Internal Market (Spain)
- TM03 Comparative Advertising Issues in North America**
Richard J. McKenna, Foley & Lardner LLP (United States)
- TM04 Conducting a Corporate Trademark Audit**
Donna DiMitre, The Thomson Corporation (United States)
- TM05 Creative Settlement Strategies for Trademark Disputes**
Peter J. Willsey, Cooley Godward LLP (United States)

TABLE TOPICS *at a* GLANCE

- TM06 Customs Measures in North America – Using U.S. Customs to Enforce your Rights**
Frank G. Long, Stinson Morrison Hecker LLP (United States)
- TM07 How to Keep Clients Happy**
Janet Shih Hajek, Greenberg Traurig, LLP (United States)
- TM08 In-House Counsel – Handling Intellectual Property Issues**
Moderator to be announced
- TM09 International Trademark Strategies in Europe (in German)**
Anja Franke, Grünecker, Kinkeldey, Stockmair & Schwanhauser (Germany)
- TM10 Internet Licensing Strategies**
Sara B. Blotner, Citigroup Inc. (United States)
- TM11 IP Holding Companies – Risks and Rewards**
Perry J. Viscounty, Latham & Watkins (United States)
- TM12 Licensing Strategies in Europe**
Marcus Collins, White & Case (United Kingdom)
- TM13 Madrid Protocol Basics – A WIPO Perspective (in Spanish)**
Jose Graca-Aranha, World Intellectual Property Organization (Switzerland)
- TM14 Madrid Protocol Basics – A WIPO Perspective**
Alan Morgan Datri, World Intellectual Property Organization (Switzerland)
- TM15 Managing the Corporate Trademark Portfolio**
Gregg Marrazzo, Kimberly-Clark Corporation (United States)
- TM16 Recent Case Law on Dilution in the United States**
Darren S. Cahr, Gardner, Carton & Douglas LLP (United States)
- TM17 Selecting and Working with International Associates**
Amanda L. Nye, King & Spalding LLP (United States)
- TM18 Trade Dress – A U.S. Perspective**
Jill McWhirter, Howrey Simon Arnold & White, LLP (United States)
- TM19 Trademark Enforcement Strategies in Latin America**
Marta Berkemeyer, Berkemeyer, Attorneys & Counselors (Paraguay)
- TM20 Trademark Law Issues for Franchisors**
Richard P. Sybert, Gordon & Rees LLP (United States)
- TM21 Trademark Prosecution and Maintenance for Administrators**
Colleen M. Sarenpa, Petters Group Worldwide, LLC (United States)
- TM22 Winning ICANN Domain Name Disputes**
Joan T. Pinaire, McCarter & English, LLP (United States)

MONDAY MAY 16

LUNCHEON

12:45 p.m. – 2:45 p.m.

- TM51 Anticounterfeiting Strategies in Asia**
Jay (Young-June) Yang, Kim & Chang (Korea)
- TM52 Anticounterfeiting Strategies in Latin America (in Spanish)**
Oscar H. Gonzalez, Gonzalez Hurtado & Terranova (Mexico)
- TM53 Common Concerns and Practical Solutions for Trademark Administrators**
Darlene K. Logsdon, Owens Corning (United States)
- TM54 Developments in CTM Practice (in French)**
Jose Monteiro, L'Oreal (France)
- TM55 Domain Name Disputes in Asia**
Christopher To, Hong Kong International Arbitration Centre (Hong Kong, SAR)
- TM56 Due Diligence for Trademark Administrators**
Catherine Ftergiotis, Iron Mountain Incorporated (United States)
- TM57 Extending the Brand Through Licensing – Dos and Don'ts**
Arlana S. Cohen, Cowan, Liebowitz & Latman, P.C. (United States)
- TM58 Geographic Designations of Origin in China (in Chinese)**
Sunny Su, Lehman, Lee & Xu (China, People's Republic)
- TM59 How to Keep Clients Happy**
Pamela G. Bradford, Calvin Klein, Inc. (United States)
- TM60 In-House Counsel – Handling Intellectual Property Issues**
Mary F. Leheny, Novartis (United States)
- TM61 In-House Expectations of Outside Counsel**
R. Holland Campbell, ESPN (United States)
- TM62 Licensing Strategies in Latin America**
Andrew J. Mansour, Sun-World International Inc. (United States)
- TM63 Madrid Protocol Developments – A U.S. Perspective**
Eric T. Fingerhut, Shaw Pittman (United States)
- TM64 Madrid Protocol for Non-Attorney Trademark Professionals**
Daretia Austin-Bonesso, Time Warner Inc. (United States)
- TM65 Product Placement in Film and Television**
Robert W. Zelnick, McDermott, Will & Emery (United States)

TABLE TOPICS *at a* GLANCE

- TM66 Protection of Famous Trademarks in North America**
Kevin G. Smith, Sughrue Mion, PLLC (United States)
- TM67 Recent Developments in CTM Practice**
Paolo Perani, Perani Mezzanotte & Partners (Italy)
- TM68 Recent Developments in European Design and Trade Dress Protection**
Pier Luigi Roncaglia, Società Italiana Brevetti (Italy)
- TM69 Recent Developments (Hot Topics) in North America**
Daniel D. Frohling, Loeb & Loeb LLP (United States)
- TM70 Recent U.S. Supreme Court and Appellate Trademark Decisions**
Leslie C. Ruiter, Stokes Lawrence, P.S. (United States)
- TM71 Trade Dress Developments in South America**
Gabriel F. Leonardos, Momsen, Leonardos & Cia. (Brazil)
- TM72 Trademark Enforcement Strategies in North America**
Jennifer A. Van Kirk, Lewis and Roca LLP (United States)
- TT09 Meet USPTO Examiners – Practice and Filing Tips**
Michael Baird and Adam Striegel, U.S. Patent & Trademark Office (United States)
- TT10 Protection of Famous Trademarks in Asia**
Trevor K. Stevens, Davies Collison Cave (Australia)
- TT11 Protection of Nonregistered Designs in Europe – Latest Trends**
Richard W. Penfold, DLA (United Kingdom)
- TT12 Quality of Life Issues – Home Versus Working Hours Debate**
Marie Lussier, McCarthy Tetrault LLP (Canada)
- TT13 Registered Community Design in a Nutshell**
Paul Maier, Office for Harmonization in the Internal Market (Spain)
- TT14 Rights of Publicity and Privacy in the United States**
Lindsay E. Cohen, Senniger Powers (United States)
- TT15 Searching and Clearance Issues in North America**
Janice M. Bereskin, Bereskin & Parr (Canada)

TUESDAY MAY 17

BREAKFAST

8:00 a.m. – 10:00 a.m.

- TT01 Advertising and Promotion Issues in Europe**
Etienne Glorian, Hirsch Law Office (France)
- TT02 Anticounterfeiting Strategies in Europe (in Spanish)**
Alejandro Angulo, Grau, Baylos & Angulo (Spain)
- TT03 Arbitration and Mediation in Latin Countries**
Francisco J. Silva, Silva & Cia. (Chile)
- TT04 Counterfeiting and Organized Crime in Latin America – Efforts by Governmental Authorities**
Flávia Romano de Rezende, The Coca-Cola Company (Brazil)
- TT05 Customs Measures in Asia**
Yuncheng Li, CCPIT Patent & Trademark Law Office (United States)
- TT06 Domain Name Disputes in Europe**
Isabelle Leroux, Bird & Bird (France)
- TT07 How to Choose Foreign Outside Counsel**
Kathryn M. Wheble, Kirkpatrick & Lockhart LLP (United States)
- TT08 Marketing and Law in Latin America (in Spanish)**
Victoria Pereira, Marcasur (Uruguay)
- TT16 Selecting and Using Expert Witnesses in Trademark Litigation Cases**
Debra I. Resnick, Hartman & Craven LLP (United States)
- TT17 Sharing Ideas and Docket Management Systems**
Karen Wildman, Lewis and Roca LLP (United States)
- TT18 Trademark Searching for Administrators**
Brigitta Dennemeyer, IQS AvantiQ (Luxembourg)
- TT19 Trademark Valuation, Accounting and Financial Reporting Issues**
John R. Troll, Jr., Baker & Daniels (United States)
- TT20 Using Arbitration and Mediation to Resolve Trademark Disputes**
Eric Wilbers, World Intellectual Property Organization (Switzerland)
- TT21 What to Charge? Current Royalty Rates for Trademark Licenses**
Julie J. McMurry, Senniger Powers (United States)

TUESDAY MAY 17

LUNCHEON

1:45 p.m. – 3:45 p.m.

- TT51 Business Transactions and Due Diligence**
Elizabeth Pearce, American International Group, Inc. (United States)
- TT52 Conducting a Corporate Trademark Audit**
Christina J. Hieber, Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P. (United States)

TABLE TOPICS *at a* GLANCE

- TT53 Copyright Issues for the Trademark Practitioner in North America**
Timothy J. Lockhart, Willcox & Savage, P.C. (United States)
- TT54 Copyright Issues for the Trademark Practitioner in Latin America**
Leticia Provedel, Momsen, Leonardos & Cia. (Brazil)
- TT55 Current Issues Concerning the Internet and Domain Names**
Thomas M. Williams, Brinks Hofer Gilson & Lione (United States)
- TT56 Developing, Implementing and Maintaining a Successful Licensing Program**
Alan Feldman, Leveraged Marketing Corporation of America (United States)
- TT57 Expansion of the Concept of Well-Known Trademarks in the Andean Community (in Spanish)**
Olga Georgette Otero, Baker & McKenzie (Colombia)
- TT58 In-House Counsel – Handling Intellectual Property Issues**
Thomas H. Prochnow, NHL Enterprises, L.P. (United States)
- TT59 Managing the Global Trademark Portfolio**
Thomas P. Schur, PepsiCo, Inc. / Frito-Lay Inc. (United States)
- TT60 Personality Trademarks – When Do They Become a Commodity?**
Mark G. Kachigian, Head, Johnson & Kachigian (United States)
- TT61 Practical Issues in Global Trademark Valuation**
Weston Anson, CONSOR (United States)
- TT62 Practical USPTO Tips**
Joan Kupersmith Larkin, Seyfarth Shaw LLP (United States)
- TT63 Protecting Luxury Trademarks in South America**
Mauricio Lopes de Oliveira, Alves, Vieira, Lopes, Atem & Remer (Brazil)
- TT64 Recent Developments – Hot Topics in Africa**
Lara Kayode, O. Kayode & Company (Nigeria)
- TT65 Recent Developments in European Design and Trade Dress Protection**
Luis-Alfonso Duran, Duran-Corretjer (Spain)
- TT66 Trademark Administrators – How to Work Effectively with Attorneys and Staff**
Sharon L. Schor, Wilson Sonsini Goodrich & Rosati (United States)
- TT67 U.S. Sanctions and Anti-Boycott Legislation**
Susan Brady Blasco, Birch, Stewart, Kolasch & Birch, LLP (United States)
- TT68 U.S. Trademark Basics for Non-U.S. Practitioners**
Martin J. Beran, Ostrolenk, Faber, Gerb & Soffen LLP (United States)
- TT69 U.S. Trademark Litigation Developments and Trends**
Jeanne M. Gills, Foley & Lardner LLP (United States)

- TT70 Worldwide Searching Strategies for Trademark Administrators**
Moderator to be announced

WEDNESDAY MAY 18

BREAKFAST

8:00 a.m. – 10:00 a.m.

- TW01 Clearing Titles for Books, Film, Television and Music**
Erin S. Hennessy, Time Warner Inc. (United States)
- TW02 Comparative Advertising Issues in Europe**
Jeremy Dickerson, DLA (United Kingdom)
- TW03 Conflicts Among Trademarks, Company Names and Domain Names in North America**
Rod S. Berman, Jeffer, Mangels, Butler & Marmaro LLP (United States)
- TW04 Domain Name Disputes – Filing UDRP Complaints and WIPO Decision Trends**
Eric Wilbers, World Intellectual Property Organization (Switzerland)
- TW05 Geographic Designations of Origin in Latin America (in Spanish)**
Alberto E. Villegas, G. Breuer (Argentina)
- TW06 Geographical Indications in Europe**
Gill Grassie, Maclay, Murray & Spens (Scotland)
- TW07 Legal and Marketing – Balancing Competing Issues**
Kate Shannon Czupik, Georgia-Pacific Corporation (United States)
- TW08 Licensing Strategies in North America**
Mark R. Wisner, Wisner & Associates (United States)
- TW09 Meet USPTO Examiners: USPTO Practice and Filing Tips**
Michael Baird and Odette Bonnet, U.S. Patent & Trademark Office (United States)
- TW10 Online and E-Filing for Trademark Administrators**
Michael J. McCue, Lewis and Roca LLP (United States)
- TW11 Parallel Imports Issues in North America**
John J. Cotter, Testa, Hurwitz & Thibault (United States)
- TW12 Preparing Opinion Letters – What Does In-House Counsel Expect from Outside Counsel? What Must In-House Counsel Provide to Their Client?**
Laura J. Winston, Darby & Darby P.C. (United States)
- TW13 Pros and Cons of Flexible Work Options – Part Time, Flex Time and Work Sharing**
Keltie R. Sim, Smart & Biggar/Fetherstonhaugh & Co. (Canada)

TABLE TOPICS *at a* GLANCE

TW14 Protection of Unregistered Designs in the European Community
Jane Mutimear, Bird & Bird (United Kingdom)

TW15 Recent Developments (Hot Topics) in Eastern Europe
Marina Stipanac, MBM Intellectual Property Law (Canada)

TW16 Searching and Clearance Issues in Europe
David Stone, Howrey Simon Arnold & White (United Kingdom)

TW17 Selecting a Global Brand – Linguistic and Cultural Hurdles
Michael Wolnizer, Davies Collison Cave (Australia)

TW18 Selecting and Working with International Associates for Administrators
Mary Katherine Morgan Merlino, Cozen O'Connor (United States)

TW19 Sharing Experiences on the Madrid Protocol (in French)
Olivier Boland, Novagraaf France (France)

TW20 Trademark Enforcement Actions Before the U.S. International Trade Commission
Bassam N. Ibrahim, Burns, Doane, Swecker & Mathis LLP (United States)

TW21 Trademark Enforcement and Anticounterfeiting Strategies in Asia
Richard L. Wageman, Lehman, Lee & Xu (China, People's Republic)

TW22 Trademark Enforcement Strategies in Latin America
Cristobal Porzio, Porzio, Rios & Associates (Chile)

TW57 Global Protection of Trademarks
Caroline K. Pearlstein, The Coca-Cola Company (United States)

TW58 In-House Counsel – Cost Concerns for the Corporate Attorney
Demetra Merikas, World Kitchen, Inc. (United States)

TW59 Internet Searching/Policing for Administrators (in French)
Sylvain Hirsch, IP Twins (France)

TW60 Licensing Risks and Rewards
Sean Ploen, Boston Law Group, LLP (United States)

TW61 Madrid Protocol and CTM Systems Strategies for U.S. Business
Alexander R. Klett, Gleiss Lutz (Germany)

TW62 Madrid System (Agreement and Protocol) – Selected Legal Issues
Marie Paole Rizo, World Intellectual Property Organization (Switzerland)

TW63 Opposition Practice in North America
John Cain, Wong Cabello L.L.P.

TW64 Parallel Import Issues in Europe
Freyke Bus, CMS Derks Star Busmann (Netherlands)

TW65 Practical Tips for Electronic Filing with the USPTO
Andrew S. Ehard, Merchant & Gould P.C. (United States)

TW66 Recent Developments – Hot Topics in Africa
Simon Brown, Adams & Adams (South Africa)

TW67 Trade Dress – A U.S. Perspective
Tracy-Gene G. Durkin, Sterne, Kessler, Goldstein & Fox P.L.L.C. (United States)

TW68 Trademark and Brand Valuation
Scott D. Phillips, InteCap, Inc. (United States)

TW69 Trademark Licensing Strategies in Asia
Edward Lehman, Lehman, Lee & Xu (China, People's Republic)

TW70 U.S. Trademark Litigation – Developments and Trends
Julia Huston, Bromberg & Sunstein LLP (United States)

WEDNESDAY MAY 18

LUNCHEON

1:45 p.m. – 3:45 p.m.

TW51 Advertising and Promotion Issues in North America
Eric L. McFadden, Wilmer Cutler Pickering Hale and Dorr LLP (United States)

TW52 Brand Protection Issues in Asia
Joseph S. Yang, Lee & Li Attorneys at Law (Taiwan)

TW53 Conducting a Corporate Trademark Audit
Peter J. Chalk, Blake Dawson Waldron (Australia)

TW54 Customs Agencies and Border Measures in Latin America
Brigitte Urbietta, Berkemeyer, Attorneys & Counselors (Paraguay)

TW55 Fair Use of Trademarks in the Entertainment Industry
Joanne Ludovici-Lint, McDermott, Will & Emery (United States)

TW56 Geographic Designations of Origin in North America
William J. Seiter, Morrison & Seiter (United States)