



TABLE TOPICS AT A GLANCE

Share a table with others interested in discussing exciting and up-to-date topics. 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 per person, per topic, will cover food and beverage costs. Those Table Topics being conducted in languages other than English are designated with the language in parentheses.

SUNDAY, MAY 7

LUNCHEON 12:15 P.M. – 2:15 P.M.

- TS51 Ambush Marketing – Issues and Lessons Learned**
Douglas N. Masters, Loeb & Loeb LLP (United States)
- TS52 Developments in WIPO Arbitration – Procedures on Domain Names**
Tim Golder, Allens Arthur Robinson (Australia)
- TS53 Enforcement of Trademark Rights at the Border – Are Customs Officers Taking It Seriously?**
Georg A. Jahn, Nörr Stiefenhofer Lutz (Germany)
- TS54 Famous Trademarks in Canada**
Robert D. McDonald, Miller Thomson LLP (Canada)
- TS55 Harmonization of Chinese Language Marks – Fantasy vs. Reality?**
Jing-Hua Meng, CCPIT Patent & Trademark Law Office (China, People's Republic)
- TS56 Hot Topics – Current Critical U.S. Issues**
Christopher Kelly, Wiley Rein & Fielding LLP (United States)
- TS57 How In-House Professionals Educate Clients and All Employees About Trademark Issues**
Lois Duquette, Hershey Foods Corporation (United States)
- TS58 How Well Known is Your Well-Known Mark in the PRC?**
Jian-Ying Jia, Liu, Shen & Associates (China, People's Republic)
- TS59 Internet Domains and Trademarks – Current Trends and Critical Issues**
Elisabeth Kasznar Fekete, Momsen, Leonardos & Cia (Brazil)
- TS60 IP Holding Companies**
Helen L. Winslow, H.D. Lee Company, Inc. (United States)
- TS61 Meet a USPTO Examiner – PTO Practice and Filing Tips**
Andrew Lawrence, U.S. Patent and Trademark Office (United States)
- TS62 Non-Conventional Trademarks**
Stephen G. Janosky, Roylance Roylance, Abrams, Berdo & Goodman LLP (United States)
- TS63 North American Licensing Strategies and Issues**
Sarah M. Robertson, Dorsey & Whitney LLP (United States)
- TS64 Parallel Imports in Latin America**
Jose Juan Mendez, Alegria, Mendez & Fernandez Wong, S.C. (Mexico)
- TS65 Practical and Legal Aspects of Trademark Investigations**
John L. Slafsky, Wilson Sonsini Goodrich & Rosati (United States)
- TS66 Preparing Opinion Letters**
Mark Lerner, Satterlee Stephens Burke & Burke LLP (United States)

- TS67 Protection of Surnames and the Paris Convention**
Roy S. Gordet, Roy S. Gordet, Attorney at Law (United States)
- TS68 Remedies for Trademark Owners in Latin America**
Jose Roberto Romero, Romero Pineda & Asociados (El Salvador)
- TS69 Security Interests in Trademarks**
John C. Wilson, Heller, Ehrman, White & McAuliffe (United States)
- TS70 Survey Evidence in Trademark Litigation – Selecting and Using Experts**
Luis Quijano, CHUPA CHUPS S.A. (Spain)
- TS71 Confusion and Association under the European Court of Justice's "Informed Consumer" Test**
Gert Würtenberger, Wuesthoff & Wuesthoff (Germany)
- TS72 Marketing Tips and Tricks for Sole Practitioners and Small Practices**
Markus Hossle, Hossle Kudlek & Partner (Germany)
- TS73 U.S. Comparative Advertising – Practical Issues**
Rochelle Alpert, Morgan, Lewis & Bockius LLP (United States)

MONDAY, MAY 8

BREAKFAST 8:00 A.M. – 10:00 A.M.

- TM01 A Comparative Law Perspective on Damages**
Beth M. Goldman, Heller Ehrman LLP (United States)
- TM02 Are IP Norms within the FTAA in Correlation with WIPO Regulations?**
Ricardo Antequera, Estudio Antequera Parilli & Rodriguez (Venezuela)
- TM03 Are "Warning Letters" Required/Advisable in Your Jurisdiction? What are the Pros and Cons?**
Frank Dehn, Kleiner Rechtsanwälte (Germany)
- TM04 Branding and Trademark Education for the Trademark Administrator**
Kristen D. Poggensee, Motorola, Inc. (United States)
- TM05 Community Design – An OHIM Perspective**
Peter Rodinger, Office for Harmonization in the Internal Market (Spain)
- TM06 Comparative Advertising in the PRC, Hong Kong, Taiwan & Japan**
Jennifer Lin, Tsar & Tsai Law Firm (Taiwan)
- TM07 Corporate Name Recapture Issues – Is Someone Using Your Trademark?**
Steven Birt, Richards Butler (Hong Kong, SAR)
- TM08 Developments in WIPO Arbitration – Procedures on Domain Names**
Lara Kayode, O. Kayode & Company (Nigeria)

TABLE TOPICS AT A GLANCE

- TM09 Effective Counterfeiting Enforcement Strategies in the United States**
Ginabeth Hutchison, Alston & Bird LLP (United States)
- TM10 Hot Topics – Current Critical Issues for Corporations (in French)**
Isabelle Leroux, Bird & Bird (France)
- TM11 How to Take Advantage of the Andean Community Trademark Provisions**
Jorge Allende, Estudio Olaechea (Peru)
- TM12 International Intellectual Property Tax Planning**
Stephen I. Selznick, Cassels, Brock & Blackwell LLP (Canada)
- TM13 Is the Domain Name War Over? Do Companies Still Care About Pirates? (An In-House Perspective)**
Michael Adams, Diners Club International (United States)
- TM14 Practical USPTO Tips**
Carla J. Vrsansky, Buchanan Ingersoll, P.C. (United States)
- TM15 The Experiences of the United States, Singapore and Japan with the Madrid Protocol**
Cecelia Ann Girvin, Drew & Napier LLC, (Singapore)
- TM16 Three-Dimensional and Color Mark Registration in the PRC**
Zhong-Qi Zhou, CCPIT Patent & Trademark Law Office (China, People's Republic)
- TM17 Trademark Administrators Perspective – How to Work Effectively with Attorneys and Staff**
Jeanette M. Alindogan, Pfizer Inc. (United States)
- TM18 Trademark Issues Arising from the 2004 European Union Expansion**
Jan-Florian Krekel, Nörr Stiefenhofer Lutz (Germany)
- TM19 Trademark Law Issues for Franchisors**
Lawrence M. Weinberg, Cassels, Brock & Blackwell LLP (Canada)
- TM20 Trademark Licensing Issues in Canada**
Mark K. Evans, Smart & Biggar/Fetherstonhaugh (Canada)
- TM21 Use of Customs in Trademark Enforcement Strategies**
Georgina Starkman Danzig, Kestenberg Siegal Lipkus LLP (United States)
- TM59 Issues of Confusion in Europe/Germany (in German)**
Christian Hertz-Eichenrode, Fritze Paul Seelig (Germany)
- TM60 Judicial Review of Decisions of Trademark Review & Adjudication Board in the PRC**
Yue Li, China Science Patent & Trademark Agent Ltd (China, People's Republic)
- TM61 Licensing – Risks and Rewards, Practical Tips and Lessons Learned**
M. Christopher Bolen, Womble Carlyle Sandridge & Rice, PLLC (United States)
- TM62 Madrid Protocol Emerging Issues**
Roberto Kunz-Hallstein, Dr. Hans Peter Kunz-Hallstein (Germany)
- TM63 Meeting Stringent Evidential Requirements of the Trademark Review & Adjudication Board in the PRC**
Yei-Hong Wei, Wang & Associates (China, People's Republic)
- TM64 Parallel Imports and Grey Market Goods in the United States**
Andrea Anderson, Holland & Hart LLP (United States)
- TM65 Policing and Enforcing Trademarks in Latin America (in Spanish)**
Pablo Schmukler, O'Farrell & Schmukler (Argentina)
- TM66 Practical Tips from the Canadian Intellectual Property Office**
Lisa Power, Canadian Intellectual Property Office (CIPO) (Canada)
- TM67 Protection of the "Look and Feel" and the Trade Dress – Case Law in Latin American Countries (in Spanish)**
Bernard Malone, Baker & McKenzie (Argentina)
- TM68 Recent U.S. Supreme Court and Appellate Trademark Decisions**
Eric Gisolfi, Sabin, Bermant & Gould LLP (United States)
- TM69 The Do's and Don'ts of Filing UDRP Cases**
Erik Wilbers, World Intellectual Property Organization (WIPO) (Switzerland)
- TM70 The Role of Non-Attorney Professionals in Mergers and Acquisitions**
Christina Walker, Arent Fox PLLC (United States)
- TM71 Trademark Litigation – Trends and Developments**
Richard Young, Gardner Carton & Douglas LLP (United States)
- TM72 Trademark Valuation, Accounting and Financial Reporting Issues**
David Tenenbaum, CRA International (United States)
- TM73 Transborder Trademark Litigation**
Gary Assim, Shoosmiths (United Kingdom)

LUNCHEON 1:15 P.M. – 3:15 P.M.

- TM51 A Comparative Law Perspective on Damages**
Richard Naiberg, Goodmans LLP (Canada)
- TM52 Advertising and Promotion Issues for the Trademark Attorney**
Jon O. Webster, Bausch & Lomb Inc. (United States)
- TM53 Apparel/Footwear Industries – Unique Challenges**
Leonard Glickman, Cassels, Brock & Blackwell LLP (Canada)
- TM54 Automotive/Petroleum Industries – Unique Challenges**
A. Marijo Coates, Deeth Williams Wall LLP (Canada)
- TM55 Counterfeiting Issues in Canada (in French)**
Daniel A. Artola, Ogilvy Renault LLP (Canada)
- TM56 Hot Topics – Current Critical U.S. Issues**
Gabrielle Holley, Pillsbury Winthrop Shaw Pittman LLP (United States)
- TM57 Hot Topics – Current Critical Canadian Issues**
Tim Lowman, Sim, Hughes, Ashton & McKay LLP (Canada)
- TM58 Is a Generic Term in the English Language Generic in Your Country?**
Soh Kar Liang, Ella Cheong Spruson & Ferguson (Singapore)
- TT01 Advantages and Disadvantages of Madrid Protocol Filings**
Olof Fickert, Herrero & Asociados, S.L. (Spain)
- TT02 Brand Building and Valuation in the PRC – Fallacies & Realities**
Edward Lehman, Lehman, Lee & Xu (China, People's Republic)
- TT03 Community Trade Mark Board of Appeal Practice**
Karin Stumpf, Kaufmann & Stumpf (Germany)
- TT04 Comparative Advertising and Trademarks in Europe**
Sally Shorthose, Eversheds LLP (United Kingdom)

TUESDAY, MAY 9

BREAKFAST 8:00 A.M. – 10:00 A.M.

- TT05 Corporate Domain Name Policy in the PRC**
James Slattery, Birch, Stewart, Kolasch & Birch LLP (United States)
- TT06 Counterfeiting Issues in Latin American Countries and the Caribbean (in Spanish)**
Arturo D. Reyes, Goodrich, Riquelme & Asociados (Mexico)
- TT07 Criteria Applied by Community Trade Mark Courts to Award Damages**
Carolyn E. Jones, Richards Butler (United Kingdom)
- TT08 Current Internet Issues for the Trademark Attorney**
Karen M. Kitterman, Fenwick & West LLP (United States)
- TT09 Docketing for the Trademark Administrator – Software and Non-Technical Methods**
Veronica Ford Brooks, Gardener, Carton, & Douglas (United States)
- TT10 Ethical Conflicts and Conflicts of Interest in Trademark Searching, Investigation and Protection**
J. Matthew Pritchard, The Webb Law Firm (United States)
- TT11 Geographical Indications in Latin American Countries (in Spanish)**
Maria del Carmen Arana, Estudio Colmenares S.R.L. (Peru)
- TT12 In-House Expectations of Outside Counsel**
Nancy Lee Carter, Kimberly-Clark Corporation (United States)
- TT13 Is Dilution Making Inroads into European Case Law?**
Gallus Joller, Troller Hitz Troller & Partners (Switzerland)
- TT14 Madrid Protocol – Questions and Answers with a WIPO Representative**
Alan Morgan Datri, World Intellectual Property Organization (WIPO) (Switzerland)
- TT15 Practical Tips from the Canadian Intellectual Property Office**
Heidi Sprung, Canadian Intellectual Property Office (CIPO) (Canada)
- TT16 Practical USPTO Tips**
Anita B. Polott, Morgan, Lewis & Bockius LLP (United States)
- TT17 Protection Strategies and Evidence of Use for Well-Known Marks**
Jane L. Sarjeant, Bereskin & Parr (Canada)
- TT18 Recent Trends in Trademark Damages Awards**
Leon I. Edelson, Levenfeld Pearlstein (United States)
- TT19 Sports and Entertainment Law and Trademarks**
Robert Becker, Fross Zelnick Lehrman & Zissu, P.C. (United States)
- TT20 Trademark Investigations in the PRC**
Li-Ming Fan, China United Intellectual Property Protection Center (CUIPPC) (China, People's Republic)
- TT21 Trademark Litigation in Canada – Trends and Developments**
Gordon J. Zimmerman, Borden Ladner Gervais LLP (Canada)
- TT22 Web Services Offered by OHIM**
Mark Vanaeken, Office for Harmonization in the Internal Market (Spain)
- TT52 Cause-Related Marketing – Co-Branding and Licensing Issues**
Lori Schulman, March of Dimes Birth Defects Foundation (United States)
- TT53 Comparative Advertising Issues**
Susan H. Frohling, Kraft Foods (United States)
- TT54 Conducting a Corporate Trademark Audit**
Melody L. Schottle, Exxon Mobil Corporation (United States)
- TT55 Creative Settlement Strategies for Trademark Disputes**
Gary Rinkerman, Baker & Hostetler LLP (United States)
- TT56 Current Internet and Domain Name Issues for Trademark Administrators**
Caitlin MacAgy, Monsanto Company (United States)
- TT57 Hot Topics – Current Critical Canadian Issues (in French)**
Julie Thorburn, Cassels, Brock & Blackwell LLP (Canada)
- TT58 Language Issues before OHIM**
Carja Mastenbroek, Steinhauer & Hoogenraad, Advocaten (The Netherlands)
- TT59 Latest Developments in Enforcement of Marks in the PRC**
Luke Minford, Rouse & Co. International (China, People's Republic)
- TT60 Madrid Protocol – Questions and Answers with a WIPO Representative**
Jose Graca-Aranha, World Intellectual Property Organization (WIPO) (Switzerland)
- TT61 Managing a Corporate Trademark Portfolio for Trademark Administrators**
Colleen M. Sarenpa, Petters Group Worldwide LLC (United States)
- TT62 Opposition Based on Non-Registered Trademarks before OHIM**
Katy Cullen, Walker Morris (United Kingdom)
- TT63 Parallel Imports in Latin America (in Spanish)**
Luis Hernandez Brenes, Lexincorp Costa Rica (Costa Rica)
- TT64 Recent Trends in European Trademark Damage Awards**
Kerstin Grundig-Schnelle, Lichtenstein, Korner & Partners (Germany)
- TT65 Search and Seizure Issues**
Keith Medansky, DLA Piper Rudnick Gray Cary (United States)
- TT66 Setting Up IP Policies, Standards and Audit Programs in Asia**
Zaheera Hashim, Procter & Gamble Asia Pte Ltd. (Singapore)
- TT67 Strategies for Reviewing Websites for Proper Trademark Use**
Aimee M. Nolan, W.W. Grainger, Inc. (United States)
- TT68 Three-Dimensional Trademarks in Europe Versus Design Patents**
Jürgen Kroher, Kroher Strobel (Germany)
- TT69 Trademark Administrator War Stories**
Michael Krieger, Kirton & McConkie (United States)
- TT70 Transborder Trademark Litigation**
David Llewelyn, White & Case LLP (United Kingdom)
- TT71 Travel/Hotel Industries – Unique Challenges**
Elisabeth Roth Escobar, Marriott International, Inc. (United States)
- TT72 Use of Expert Witnesses in Trademark Litigation**
James D. Kole, Sidley Austin Brown & Wood (United States)
- TT51 Alternative Dispute Resolution (ADR) – Pros and Cons**
Thomas M. Williams, Brinks Hofer Gilson & Lione (United States)

LUNCHEON 1:15 P.M. – 3:15 P.M.

TABLE TOPICS AT A GLANCE

WEDNESDAY, MAY 10

BREAKFAST 8:00 A.M. – 10:00 A.M.

- TW01 Clarity of Survey Evidence in Asia**
Bok Hoay Tan, Donaldson & Burkinshaw (Singapore)
- TW02 Community Trade Mark Opposition Practice – Meet an OHIM Official**
Vincent O'Reilly, Office for Harmonization in the Internal Market (Spain)
- TW03 Community Trade Marks – Grounds for Refusal**
Stefanie Ziegler, Kleiner Rechtsanwalte (Germany)
- TW04 Counterfeiting Issues in Canada**
Jonathan Colombo, Bereskin & Parr (Canada)
- TW05 Delimitation/Co-Existence Agreements**
Ursula Vogt, Kleiner Rechtsanwalte (Germany)
- TW06 Dilution Developments in the United States**
Nate Garhart, Coblenz, Patch, Duffy & Bass, LLP (United States)
- TW07 Does Language Affect Similarity in Asia?**
Averil C. Waters, Clayton Utz (Australia)
- TW08 Effective Enforcement Strategies in the PRC**
Robert Weiss, Jones Day (United States)
- TW09 Hot Topics – Current Critical Issues for Corporations**
Tina Pompey, Chevron Corporation (United States)
- TW10 Hot Topics – Current Critical Issues for Trademark Administrators**
Elizabeth A. Salvo, McDonald's Corporation (United States)
- TW11 Madrid Protocol – Questions and Answers with a WIPO Representative**
Alan Morgan Datri, World Intellectual Property Organization (WIPO) (Switzerland)
- TW12 Madrid Protocol Developments – A North American Perspective**
John C. Nishi, Winston & Strawn LLP (United States)
- TW13 North American Licensing Strategies and Issues**
Lisa Rosaya, Baker & McKenzie LLP (United States)
- TW14 Notorious Marks – Methods of Proving the Notoriety of a Trademark before a Court of Law**
Caesar D. Carvalho, Veirano & Avogados Associados (Brazil)
- TW15 Pharmaceutical Industry – Unique Challenges**
Maribeth Case, GlaxoSmithKline (United States)
- TW16 Recent Trends in Trademark Damages Awards**
Scott D. Phillips, CRA International (United States)
- TW17 Settlement Payments to Recover Trademark Rights**
Adrienne White, White, Redway & Brown, LLP (United States)
- TW18 The Power of Enforcement of Customs in Asia**
Kok-Keng Lau, Rajah & Tann (Singapore)
- TW19 Trademark Protection and Enforcement – Cost or Investment?**
Scott B. Schwartz, Cozen O'Connor (United States)
- TW20 Application of the *TrafFix* Trade Dress Functionality Test in the Circuits**
Gayle Strong, Greenberg Traurig, LLP (United States)

LUNCHEON 1:15 P.M. – 3:15 P.M.

- TW52 Food and Restaurant Industries – Unique Challenges**
Bruce O. Bradford, Sara Lee Corporation (United States)
- TW53 Grey Market Issues**
Brian Gray, McCarthy Tetrault LLP (Canada)
- TW55 Madrid Protocol for Non-Attorney Trademark Professionals**
Nanette L. Porter, DENTSPLY International Inc. (United States)
- TW56 Marketing and Advertising Issues in Canada**
Brenda Pritchard, Gowling Lafleur Henderson LLP (Canada)
- TW57 Meet a USPTO Examiner – PTO Practice and Filing Tips**
Steven Berk, U.S. Patent and Trademark Office (United States)
- TW58 Opposition Practice in Canada**
Jane E. Caskey, Ogilvy Renault LLP (Canada)
- TW59 Trademark Exhaustion in Court Proceedings after the *Stussy* Decision**
Christian Rohnke, White & Case LLP (Germany)
- TW60 Practical Tips from the Canadian Intellectual Property Office (*in French*)**
Genevieve Cote-Halverson, Canadian Intellectual Property Office (CIPO) (Canada)
- TW61 Professional Development for the Trademark Administrator**
Mary Katherine Morgan Merlino, GlaxoSmithKline (United States)
- TW62 Proof of Use before OHIM**
Elia Sugrañes, Sugrañes, SL (Spain)
- TW63 Protecting Famous Marks Worldwide**
Murali Pasupulati, Wm. Wrigley Jr. Company (United States)
- TW64 Protection of Unregistered Marks in the PRC**
Qi Hu, Intellectpro (China, People's Republic)
- TW65 Recent Case Law Developments in Canada**
Gary Daniel, Blake, Cassels & Graydon LLP (Canada)
- TW66 The Latest in Internet Infringement Techniques**
Paul D. McGrady, Greenberg Traurig (United States)
- TW67 Tobacco Industry – Pioneer in Stepping up to Challenges**
Pascale Goy, BATMark Limited (United Kingdom)
- TW68 Trademark Monitoring and Enforcement for Trademark Administrators**
Catherine Douglas, Rogers Communications Inc. (Canada)
- TW69 Trademark Protection under Trade-Related Intellectual Property Rights (TRIPS)**
Rodrigo A. Ouro Preto Santos, Momsen, Leonardos & Cia (Brazil)
- TW70 Trademark Registrations by Local Distributors – A Registration of Bad Faith or a Fair Registration?**
Pauline Caamano, Pellerano & Herrera (Dominican Republic)
- TW71 Trademark Searching for Administrators**
Stephen Anderson, Pfizer, Inc. (United States)
- TW72 U.S. Trademark Basics for Non-U.S. Practitioners**
Michael Mason, King & Spalding LLP (United States)
- TW73 USPTO Practice – Recent Developments**
Carole R. Klein, Morgan, Lewis & Bockius LLP (United States)