



SUNDAY, SEPTEMBER 28

10:00 am–12:00 pm

Berlin Highlights: Connect & Walk Tour  
(pre-registration required)

Offsite

12:00 pm–12:00 pm

Discover Berlin: From the Third Reich to the Cold War  
(pre-registration required)

Offsite

12:00 pm–3:30 pm

Secret Food Tour: Berlin—A Culinary Experience  
(pre-registration required)

Offsite

5:00 pm–7:00 pm

Welcome Reception and Meet the Exhibitors

MONDAY, SEPTEMBER 29

7:30 am–6:00 pm

Badge Collection and Information Desk

8:00 am–8:45 am

Welcome Coffee in the Exhibition Hall

8:00 am–7:00 pm

Exhibition Hall Open

8:45 am–9:00 am

Welcome Remarks and Co-Chair Overview of the Day

9:00 am–9:30 am

**Keynote Speaker**—Empowering Leadership: Elevating Your Experiences Through Authenticity

Moderators:

Conny Schmitt, Attorney-at-law, Grünecker (Germany)  
Bahia Al Yafi, Director of Innovation, Alyafi IP Group (Middle East)

Speaker:

Deborah Hampton, Trademark Team Leader, The Chemours Company FC, LLC (USA)

9:30 am–10:30 am

AI in the EU—Navigating IP Opportunities and Challenges

Moderator:

Catherine Rifai, Senior Associate, Munck Wilson Mandala LLP (USA)

Speakers:

Graeme Murray, Senior Associate, Marks & Clerk LLP (United Kingdom)  
David Marques, Senior Director, Product Management, Clarivate (Portugal)

10:30 am–11:00 am

Networking Break

11:00 am–12:00 pm

Mastering Trademark Formalities—Navigating Global Prosecution

Moderator:

Susanne Ferstl, Senior Paralegal, Maiwald (Germany)

Speakers:

Meili Hu, Senior Trademark Counsel, Wanhuida (China)  
Susanne Schindler, IP Paralegal, Rheinmetall IP Management GmbH (Germany)  
Paula Díez, Legal Counsel, Delivery Hero (Germany)  
Kilian Dittmann, Trademark Paralegal, Audi (Germany)

12:00 pm–1:15 pm

General Lunch + Lunch and Learn Circles

1:30 pm–2:30 pm

Expert Insights from IP Offices in Europe

Moderator:

Michael Hawkins, Partner, Noerr (Spain)

Speakers:

André Pohlmann, Member, 5th Board of Appeal, European Union Intellectual Property Office (Spain)  
Thomas Huber, Government Councillor, German Patent and Trademark Office (Germany)

2:00 pm–5:00 pm

Serve the City: Soup Kitchen Volunteer Experience  
(pre-registration required)

Offsite

2:45 pm–3:45 pm

The New EU Design Directive—Protecting 3D Creations

Moderator:

Sandra Bauwens, Trademark Attorney, Arnold & Siedsma (Belgium)

Speakers:

Sabine Gluthe, Head of Trademarks and Domains, Mercedes-Benz Intellectual Property GmbH & Co. KG (Germany )

3:45 pm–4:15 pm

Networking Break

4:15 pm--5:15 pm

Say It Right—Turning Green Claims into Brand Strength and Integrity

Moderator:

Giacomo Moleri, Partner, Spheriens (Italy)

Speakers:

Milan Milojevic, Founder and Managing Partner, MSA IP (Serbia)  
Thais Gadotti, Legal Officer, FSC Global Development (Germany)  
Dennis Gehnen, Partner, GSK Stockmann (Germany)

5:25 pm–6:10 pm

Global Presence, Meaningful Connections—Networking and Branding Across Borders

Moderator:

Emilia Petrossian, Senior Trade Mark Attorney, Wedlake Bell LLP (United Kingdom)

Speakers:

Simon Knoll, Attorney, BEST Rechtsanwälte (Germany)  
Mareike Müller, Managing Director, THE MARKETER GmbH (Germany)

6:10 pm–7:00 pm

Networking Reception in the Exhibition Hall

7:30 pm–9:30 pm

Berlin Highlights: Connect & Walk Tour 2  
(pre-registration required)

Offsite

TUESDAY, SEPTEMBER 30

7:30 am–3:00 pm

Badge Collection and Information Desk

8:00 am–8:45 am

Welcome Coffee in the Exhibition Hall

8:00 am–11:30 am

Exhibition Hall Open

8:45 am–9:00 am

Welcome Remarks and Co-Chair Overview of the Day

9:00 am–9:30 am

**Keynote Speaker**

9:30 am–10:30 am

Bad Faith in Trademark Filings—Insights from SkyKick v. Sky

Moderator:

Claire Lehr, Partner, Edwin Coe LLP (United Kingdom)

Speakers:

Oliver Morris, Divisional Director and Service Owner (Trade Mark and Design Examination and Practice), UKIPO (United Kingdom)  
Michael C. Maier, Partner, Nordemann (Germany)

10:30 am–11:30 am

Networking Break

11:00 am–12:00 pm

From Bordeaux and Murano Glass to Peatland Restoration—Geographical Indications, Traditional Knowledge, and Collective Trademarks Unpacked

Moderator:

Constanze Schulte, Partner, Hogan Lovells International LLP (Spain)

Speakers:

Dawn Bellamy, Paralegal, Scotch Whisky Association (United Kingdom)

12:00 pm–1:15 pm

General Lunch + Lunch and Learn Circles

1:30 pm–2:30 pm

Co-Branding, Licensing, and Influencer Partnerships—Legal and Strategic Considerations

Moderator:

Hazel McDwyer, Partner, Mason Hayes & Curran (Ireland)

Speakers:

David Johnson, Partner, Lippes Mathias LLP (USA)  
Nicole Stephanie Ockl, Group Director IP Legal, Domains and Licenses, TUI (Germany)  
Becky Jones, Senior Legal Counsel EMEA and APAC, CELSIUS Live Fit International DAC (Ireland)

2:45 pm–3:30 pm

Navigating Leadership in New TMA Fields: Opportunities and Challenges in Cultural Contexts

Moderator:

Carla Lee, Paralegal Manager, Mewburn Ellis LLP (United Kingdom)

Speakers:

Karen Liu, IP Associate, Winkler Partners (Taiwan)

3:30 pm–3:45 pm

Closing Remarks

4:30 pm–6:30 pm

Serve the City: Soup Kitchen Volunteer Experience  
(pre-registration required)

Offsite

5:00 pm–8:00 pm

Explore Local & Craft Brews  
(pre-registration required)

Offsite

5:30 pm–8:30 pm

Flavors of Berlin: A Hands-On Cooking Adventure  
(pre-registration required)

Offsite