



SUNDAY, SEPTEMBER 28

9:00 am–7:00 pm

Badge Collection and
Information Desk

Level 1 Foyer 3

10:00 am–12:00 pm

Berlin Highlights: Connect &
Walk Tour

(pre-registration required)

Offsite

10:00 am–3:30 pm

Sachsenhausen Concentration
Camp Memorial: Remembering
The Past

(pre-registration required)

Offsite

12:00 pm–2:00 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

MOA 9

MONDAY, SEPTEMBER 29

7:30 am–6:00 pm

Badge Collection and
Information Desk

Level 1 Foyer 3

8:00 am–8:45 am

Welcome Coffee in the
Exhibition Hall

MOA 9

8:00 am–7:00 pm

Exhibition Hall Open

MOA 9

8:45 am–9:00 am

Welcome Remarks and Co-Chair
Overview of the Day

MOA 10

9:00 am–9:30 am

Keynote Speaker Day 1—

Empowering Leadership: Elevating
Your Experiences Through
Authenticity

MOA 10

Moderators:

Conny Schmitt, Attorney-at-law, Grünecker
(Germany)

Bahia Al Yafi, Director of Innovation,
Alyafi IP Group (Middle East)

Speakers:

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

MOA 10

Moderator:

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

Speakers:

Thomas Hohendorf, Senior Associate, SKW
Schwarz (Germany)

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

MOA 9

11:00 am–12:00 pm

Mastering Trademark Formalities—
Navigating Global Prosecution

MOA 10

Moderator:

Susanne Ferstl, Senior Paralegal, Maiwald
(Germany)

Speakers:

Meili Hu, Senior Trademark Counsel, Wanhuida
(China)

Susanne Schindler, IP Paralegal, Rheinmetall
IP Management GmbH (Germany)

Kilian Dittmann, Trademark Paralegal, Audi
(Germany)

12:00 pm–1:15 pm

General Lunch + Lunch and
Learn Circles

Atrium (Level 2) / MOA Eat

Restaurant (Level 1)

1:30 pm–2:30 pm

Expert Insights from IP Offices
in Europe

MOA 10

Moderator:

Michael Hawkins, Partner, Noerr (Spain)

Speakers:

André Pohlmann, Member, 5th Board of
Appeal, European Union Intellectual Property
Office (Spain)

Thomas Huber, Head of Unit, Trademark
Sector, German Patent and Trade Mark Office
(DPMA) (Germany)

2:45 pm–3:45 pm

The New EU Design Directive—
Protecting 3D Creations

MOA 10

Moderator:

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

Speakers:

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

Tanguy de Haan, IP Partner, NautaDutilh
(Belgium)

3:45 pm–4:15 pm

Networking Break

MOA 9

4:15 pm–5:15 pm

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

MOA 10

Moderator:

Giacomo Moleri, Partner, Spheriens (Italy)

Speakers:

Adjoa Anim, Trade Mark Director, HGF
(United Kingdom)

Andrea Chianura, Intellectual Property,
Food Law & Tech Senior Counsel,
Lavazza Group (Italy)

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

MOA 10

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)

Ashleigh Robinson, Paralegal, Ogier
(Cayman Islands)

6:10 pm–7:00 pm

Networking Reception in the
Exhibition Hall

MOA 9

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

Level 1 Foyer 3

8:00 am–8:45 am

Welcome Coffee in the
Exhibition Hall

MOA 9

8:00 am–12:00 pm

Exhibition Hall Open

MOA 9

8:45 am–9:00 am

Welcome Remarks and Co-Chair
Overview of the Day

MOA 10

9:00 am–9:30 am

Keynote Speaker Day 2—Shaping
the Future of IP: A Fireside Chat
with INTA's President & CEO

MOA 10

Moderator:

Conny Schmitt, Attorney-at-law, Grünecker
Patent Attorneys & Attorneys-at-law
(Germany)

Bahia Al Yafi, Director of Innovation, Alyafi
IP Group (Middle East)

Speakers:

Elisabeth Stewart Bradley, 2025 INTA
President and Vice President, Innovation
Law at Bristol Myers Squibb (USA)

Etienne Sanz de Acedo, CEO, International
Trademark Association (USA)

9:30 am–10:30 am

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

MOA 10

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–11:00 am

Networking Break

MOA 9

11:00 am–12:00 pm

From Bordeaux and Murano
Glass—Geographical
Indications, Certification and
Collective Trademarks Unpacked

MOA 10

Moderator:

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

Speakers:

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

Marina Foschi, Senior Legal Officer,
WIPO (Switzerland)

Ginevra Righini, Partner, DLA Piper (Italy)

12:00 pm–1:15 pm

General Lunch + Lunch and
Learn Circles

Atrium (Level 2) / MOA Eat

Restaurant (Level 1)

1:30 pm–2:30 pm

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

MOA 10

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

MOA 10

Moderator:

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

Speakers:

Karen Liu, IP Associate, Winkler Partners
(Taiwan)

Cathleen Calkins, Senior Manager,
Intellectual Property, Specialized Bicycle
Components, Inc. (USA)

Anna Hellmann, Trademark Advisor /
Paralegal, df-mp (Germany)

3:30 pm–3:45 pm

Closing Remarks

MOA 10

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