



CLE ELIGIBLE SESSIONS

MONDAY, SEPTEMBER 29

9:30 am–10:30 am

AI in the EU—Navigating IP Opportunities and Challenges

11:00 am–12:00 pm

Mastering Trademark Formalities—Navigating Global Prosecution

1:30 pm–2:30 pm

Expert Insights from IP Offices in Europe

2:45 pm–3:45 pm

The New EU Design Directive—Protecting 3D Creations

4:15 pm–5:15 pm

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

TUESDAY, SEPTEMBER 30

9:30 am–10:30 am

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

11:00 am– 12:00 pm

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

1:30 pm– 2:30 pm

*Co-Branding, Licensing, and Influencer Partnerships—
Legal and Strategic Consideration*



TMAP 2025