Burst of inspiration

On the final day of the INTA Annual Meeting, many exhaust-ed delegates would likely welcome a swig of RAIN BURST, a caffeïne- and sugar-loaded drink. Unfortunately, RAIN BURST is merely a refreshing idea dreamt up by imaginative trademark practitioners.

In yesterday’s food, beverage and alcohol industry breakout, Dinisa Folmar from Coca-Cola assumed the role of in-house counsel for Drink Inc., the creator of RAIN BURST. Folmar explained that she would register as trademarks the raindrop and lightning bolt used in advertising as well as the name of the brand. She would also consider copyright protection for slogans such as “So packed with antioxidants, it can rebuild you: better, stronger, faster.”

Drink Inc. wanted to market the drink as a mixer for alcoholic drinks with Spirits Co., represented yesterday by Chryssos Sarris of Fortune Brands. Sarris outlined the social responsibility issues that need to be considered, such as ensuring that the drink does not encourage underage or binge drinking or drink driving.

Sarris also had reservations about a second tie-in, for a drive-through meal called RAIN ON THE GO MEAL. Jennifer O’Malley thru meal called RAIN ON THE GO MEAL. Jennifer O’Malley of Eat-N-Go should conduct its own trademark searches and clarify who owns what in a co-branded project.

Humanity and humility win judges’ vote

Roll your sleeves up; take a step back and prepare your strategy; find really good demonstrative exhibits; pick your battles; use common English; avoid filing on Friday afternoon; and – most importantly – be humble. These were just a few of the tips offered by three judges from the U.S. District Court for the Northern District of Illinois in a session yesterday morning.

The three judges are more used to interrogating attorneys and witnesses. But yesterday the tables were turned and they were quizzed for over an hour by moderator Paul R. Garcia of Kirkland & Ellis and members of the audience.

The judges offered advice on issues ranging from the use of surveys and experts, to discovery, hearings, and closing arguments.

Judge Mark Filip stressed the importance of preparation, especially if you want your expert witnesses to impress judge or jury: “Roll up your sleeves and spend the early mornings and late nights getting ready with the expert. We often see lawyers who are not well-versed enough in what the expert is talking about.”

The judges also stressed the importance of providing judges and jurors with demonstrative exhibits and video. Said Judge Matthew F. Kennelly: “You want to have the decision-maker have the exhibits in their hands.”

Judge Ruben Castillo, who recently tried a trademark case which filled the courtroom with toy robots, added: “There’s no substitute for the actual product.” But, said the judges, it can look bad if over-complicated technology fails to work smoothly.

All the judges stressed the importance of the opening salvo of pleadings, and urged parties not to rush into litigation, but to assemble strong evidence. “Juries want to see real, live, actual harm,” said Judge Kennelly. He added that too many Daubert motions challenging expert witnesses’ methods are being brought: “That’s what cross-examination is about, not Daubert motions. Pick your spots – save Daubert motions for where it’s really going to make a difference.”

Judge Castillo added that surveys could be very valuable in trademark litigation, provided the right questions and group are chosen: “I’m often surprised that the question and population are off, which raises questions about admissibility. Prepare your strategy before rushing into court.”

Above all, the judges urged litigants to “de-jargonize.” Said Judge Kennelly: “Trials are about people and stories. You have to humanize the case.” This means knowing the law and facts inside out, but also being able to step back to show the real harm to people and the work that has gone into developing the good-will. It also means treating parties and witnesses respectfully: “Being a decent, fair-minded person goes an extraordinarily long way. You can ruin a good position by looking intermittent. A little dose of humility does everyone good – even judges.”

Surveys analyzed page 2.
Attendees lend a hand

28 Annual Meeting attendees headed to the Greater Chicago Food Depository yesterday to reach out to underprivileged Chicagoans during a volunteer service project. Thanks goes to sponsoring Jenner & Block.

After an orientation in which they were provided with an overview of the food bank’s integral role in the greater Chicago area, volunteers donned smocks and hair nets and sorted over 140 cases of APPLE JACk’s cereal donated by Kellogg’s. The cereal was separated into individual, family-sized bags in the food bank’s “Vroom” room in the 270,000 square foot warehouse where open food is allowed to be handled.

The Chicago Food Depository provides food to almost 90,000 men, women and children on a weekly basis, thanks to more than 650 manufacturers, retailers, wholesalers, and foodservice organizations, 8,000 volunteers and 40,000 individual donors.

Surveying the evidence

Trademark litigants need to be increasingly careful about how they conduct and present survey evidence in court following a key ruling in the 1993 Supreme Court case Daubert v. Merrell Dow Pharmaceuticals. IP owners were warned at a session on Monday.

In its ruling in Daubert, the Court said that federal trial judges should be the “gatekeepers” of scientific evidence and assess whether the testimony of expert witnesses is both “relevant” and “reliable.” The ruling has had a big impact on trials. In the last three and a half years before Daubert only four surveys were excluded during trademark litigation, said Shari Sedman Diamond of the Northwestern University School of Law. In the last three and a half years since that figure has risen to 25.

Panelists at the session Survey Blues – Litigation Survey Errors Causing Exclusion or Reduced Weight considered some of the reasons why survey evidence is now more likely to be thrown out of court. Jerre B. Swann of Kilpatrick Stockton said the blame had to be shared by lawyers, survey experts, and the courts.

He argued that lawyers and judges often lack understanding about surveys and statistics. And he suggested that survey experts had to shoulder some of the blame. “They appear to have accepted a ‘hired gun’ attitude to their work,” he said. This makes their findings more vulnerable to criticism about methodology raised by the other party.

“They appear to have accepted a ‘hired gun’ attitude to their work.”

He concluded his presentation by urging organizations such as CASRO and the AAPOR, trade associations of survey research businesses, to help design a comprehensive set of guidelines relating to the creation and use of surveying requiring parties that try to prevent surveys from being used as evidence to back up their claims with data.

A user’s guide to the CTM

For the IP owners who filed more than 75,000 applications for Community trade marks (CTMs) last year, the CTM has proved an attractive way to obtain protection in 27 European countries. Its success unsurprising, successful applicants need only complete one application, in one language, at a single administrative center to receive a trademark that covers all of the EU countries.

But providing IP owners with a regional, as well as national, route for protecting their rights in Europe means that advisers are now required to consider the financial costs and the strategic benefits of choosing one option over the other. At yesterday’s Regional Update: Community Trade Mark session an OHIM insider, an in-house trademark lawyer and a private practitioner from one of the most recent additions to the European Union offered tips to help trademark counsel make the right choice.

For example, an obstacle in just one Member State is sufficient for enforcement purposes. But he said that there were also downsides. For instance, an obstacle in just one Member State is sufficient for enforcement purposes. But he said that there were also downsides. For example, an obstacle in just one Member State is sufficient for enforcement purposes. But he said that there were also downsides. For example, an obstacle in just one Member State is sufficient for enforcement purposes. But he said that there were also downsides.

And May said that national registrations would continue to be attractive to rights owners. “Do we still need national rights?” he asked. “The answer is yes.” This is because national trademarks can be useful fall-back option if a CTM application fails because of a problem in one Member State. Nor do all brands, even those owned by multinational companies, require a CTM. Regional marks can also be useful in situations where rival trademark owners hold national rights to the same mark in different member states and cannot agree who should obtain the equivalent CTM.

Michael Lantos, a lawyer with Hungarian firm Danubia Patent & Trademark Attorneys, outlined the impact of Hungary’s 2005 EU accession on trademark owners and explained what would happen if someone had already obtained a national trademark in Hungary that mirrors a registered CTM. He said that as long as the applicant had filed the application in good faith before the country acceded, the national mark would continue to be valid and the owner of the CTM would not be able to enforce his or her mark in Hungary.

Peter Lawrence, the vice president of OHIM, outlined changes the Office has made to improve services and said he was “very excited” about the service charter it launched this week (see yesterday’s INTA Daily News for more information). He said that the Office had proved a success and said that staff were working to improve its performance further. “You ain’t seen nothing yet,” he said.
**It’s a trademark war**

Attendees at Monday’s Regional Update: the People’s Republic of China were given a crash course on how to deal with the scourge of counterfeiting.

Loke Khoon Tan, a partner with Baker & McKenzie in Hong Kong, described fakes as “endemic,” and advised trademark owners to approach ant-counterfeiting as a war in which preparation and knowing your enemy are of paramount importance.

Tan highlighted the difficulty of using criminal laws to send counterfeiters to jail and said that trademark owners come up against a threshold system for criminal enforcement that counterfeiters can exploit.

Zhengfa Wang, a partner with China Patent Agent (HK), described some of the different kinds of techniques that enterprising IP thieves use, including using preemptive trademark registration, embedding trademarks in source codes and labeling local goods as foreign.

Despite the problems that trademark owners face in China, each of the speakers emphasized positive developments in the country. As Tan pointed out, for those who are prepared to persevere, “there are rewards to be reaped.”

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**Dress for success**

Legislation and case law relating to trade dress protection is ever-evolving and varies widely from region to region, attendees at a session on Trademark Protection: A Comparative Study were told yesterday. The panelists described the differing approaches to the law across Asia, Europe, Latin America, and the United States.

Joseph Norvell of Norvell IP pointed out that, although the U.S. trademark statute (the Lanham Act) did not make specific reference to the term until 1999, the protection of trade dress in the U.S. can be traced back far earlier. He pointed to examples such as the shape of the COCA-COLA bottle and the “Little Tramp” costume worn by Charlie Chaplin.

Norvell cited one unique U.S. case, Hi Limited Partnership v. Winghouse of Florida, in which Hooters of America Inc. – famous for its scantily-clad “Hooters Girls” – argued that the uniforms worn by waiting staff in Ker’s Winghouse restaurants and the décor adopted by the chain constituted trade dress infringement and dilution on the grounds that they were confusingly similar to those used by Hooters.

In that case, the judge ruled that the “Hooters Girl” is “the very essence of Hooters’ business” and the trade dress was therefore primarily functional, thus denying the claim of infringement. The case demonstrates that the issue of functionality is essential to trade dress claims.

Pravin Anand of Anand & Anand Advocates in India said that elements of trade dress such as color, shape, and packaging are receiving increasing protection across Asia.

He pointed out that relatively low literacy rates in some countries in the region contribute to a tendency for courts to give more weight to claims of confusingly similar color combinations and aesthetic design than they may do to claims involving similar word marks.

Stuart Lockyear of Burberry Limited, who provided an in-house counsel’s perspective on the subject, said that his company has had a particular problem with trade dress infringement in Taiwan, where there is a popular tea shop whose cups and signage he believes imitate the distinctive BURBERRY CHECK trademark, and even a proposed plan for a potentially infringing BURBERRY building.
For the third straight year, leaders of IP organizations from around the world met with INTA leaders at the Association Luncheon on Tuesday to discuss common issues and needs. The lunch allowed the groups to discuss ways to better cooperate on current IP issues, as well as opportunities to co-develop programs and publications.

With the new INTA Europe Representative Office that opened in Brussels last year (run by Christina Sleszynska, right) joining the Association’s China Representative Office in Shanghai (staffed by Chen Min, left, and Jeff Zhang) and main office in New York, INTA is now even better placed to cooperate with organizations and members throughout the globe.


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THE BUSINESS OF BRANDS
New York, New York, USA
September 10 – 11, 2007

Presenting a new perspective on trademarks – from the point-of-view of the brand!

This two-day forum will offer a change of pace on trademark education, as the focus shifts to the brand as a whole and how it affects trademark protection and enforcement.

Join your colleagues for an interdisciplinary and collaborative approach to branding issues.

Topics at this program will include:
- Collaboration between Marketing and Legal Departments
- Developing brands from the ground up
- Perspectives on the value of the brand
- International extension of brands
- Near misses and direct hits in the branding wars

Bring your company’s Marketing Department – this information will be valuable to them too!

WHAT’S COOKING IN EUROPE?
The Status of IP Practice, Protection and the Enforcement Menu in Europe
December 2007
Lisbon, Portugal

Join your colleagues in Lisbon to get a flavor for the current trademark climate in Europe!

INTA and leading trademark professionals from throughout Europe and the world will provide attendees with valuable information on protecting and enforcing trademarks in Europe.

Satisfy your appetite for trademark knowledge on issues important to trademark professionals in Europe, such as:
- Whether the Madrid Protocol has so far lived up to its promises and expectations
- The impact of use requirements on Community Trade Marks
- Counterfeiting and how to handle the enforcement of IP rights in Customs
- Updates on recent trademark decisions of the European Court of Justice, the Court of First Instance and the OHIM Board of Appeals
- Aspects of U.S. practice likely to affect practitioners in Europe
- Outside counsel as business partners

Visit the INTA Exhibit, booth 920, in the Exhibition Hall or visit www.inta.org/go/education for more information and to register!

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Certifiably so

Holding the title of “leading certification organization” across North America presents both opportunities and challenges for Underwriters Laboratories (UL). Carol Morita, assistant general counsel, tells Shahnaz Mahmud how the company maintains the strength of its certification mark around the world.

How long have you been with Underwriters Laboratories (UL)?
A little over eight years. I was an associate at a boutique law firm, Mauda Funai Eifert & M Ichell, Ltd., based in Chicago, which serviced primarily U.S. subsidiaries of Japanese companies. It is a wonderful firm, but after the Japanese economy bubble burst, many of us at the firm were uncertain about the future and decided to move to service other industries.

I received several job offers. UL offered me a job to handle mainly international legal services and I liked the international aspect so I decided to join UL. I also joined UL partly because I wanted to work in-house and partly because I was attracted to the fact that UL is a not-for-profit organization whose mission is public safety. I wanted to do something for the public good in addition to the responsibility that I had to build international legal services for the company.

What is the business model?
UL is a not-for-profit, tax-exempt organization based in Northbrook, Illinois. The company sustains itself generally from the fees it charges for its testing and certification services. UL is a global company with its headquarters in Northbrook, Illinois. We have approximately 30 subsidiaries in about 20 countries. All of the company’s subsidiaries, with the exception of its Canadian affiliate and one of its Brazilian subsidiaries, are not-for-profit organizations.

Our Legal Department is divided into two groups: litigation and corporate law services. I manage the corporate law services side of the house. We have 22 people in our department, including 10 attorneys, seven of whom are corporate law services attorneys. I am responsible for overseeing the company’s trademark portfolio. Trademark infringement, dilution, unfair competition, application, registration, prosecution, maintenance, Customs recordation, etc. fall under my purview. I am a transactions attorney, but while trademarks are not my sole focus, I deal with trademark issues everyday.

Our trademark practice differs from many trademark owners’ practices because our main mark, the UL in a circle mark (the UL Mark), is a certification mark. By legal definition, a certification mark is placed on the goods of a third party. The mark is intended to certify that those goods meet certain requirements.

What are the strengths and weaknesses of the brand?
One strength of the UL Mark lies in the fact that we are the leading certification organization in North America and are gaining strength globally in United States and local certification. Manufacturers around the world who want to sell their products into the United States are aware of, and seek to obtain, our mark. Obtaining the UL Mark is a voluntary certification. While it is not required, manufacturers, distributors, retailers, consumers and others find value in having products that bear the UL Mark, as evidenced by the more than 16 billion marks that are issued each year. Other product safety certification marks exist, but the UL Mark is the premier mark in North America. The average U.S. household has approximately 120 products certified by UL. Basically, within arm’s reach wherever you stand in a U.S. house, you most likely will have a UL-certified product within reach.

Some people have the misperception...
**INTERVIEW: CAROL MORITA, UL**

UL enjoys the honor of being one of the world’s leading product safety testing and certification organizations for the past 110 years. Underwriters Labs’ employees would go so far as to say it is synonymous with safety, and that the UL Mark is the most recognized and trusted symbol of safety in the world.

UL was created by William Henry Merrill, who began his career at the age of 25 as an electrical engineer in Boston, Massachusetts. Merrill was sent to Chicago to investigate the Chicago World’s Fair’s Palace of Electricity. From there he determined there was a need and a growing potential for the oversight of safety. Merrill stayed in Chicago and founded Underwriters Laboratories. He hired two employees and had $350 worth of test equipment in a small lab located above the Fire Insurance Patrol Station.

Merrill soon set to work developing standards, launching tests, designing equipment and uncovering hazards. But he did not expect to make a profit and the company remains a not-for-profit organization today. Aside from his work at UL, Merrill served as the National Fire Protection Association secretary-treasurer from 1903 to 1909 and president from 1910 to 1912. He became UL’s first president in 1916.

UL sees itself as an architect of the U.S. safety system, having developed more than 850 product standards, and participated in national and international standards development. It tests more than 19,000 types of products and claims that 20 billion UL Marks appear in the marketplace every year. The company works with more than 71,000 customers in 96 countries and has 62 laboratories, testing and certification facilities worldwide.

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**What other brands do you own?**

We have quite a few different certification and service marks in addition to our UL Mark. Our UL Registered Firm Mark is another of our prominent marks. This mark indicates that a company complies with specified quality management systems standards, for example, ISO 9000, QS 9000, SA 8000 and so forth. We also have what we call the Recognized Component Mark, which is placed on components that are placed in end-use products.

**Do you protect any look-and-feel aspects of the brand?**

We have published specifications regarding how the mark can be used and how it should appear. We also provide downloadable marks for authorized companies to use on promotional materials. Certain products are required to bear our mark only on special holographic labels.

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When You Think DEEP,

Get out of town

This year’s INTA Annual Meeting finishes tonight, but if you plan to spend a few more days in the Chicago area there are plenty of places to visit and things to do, in and around the city.

The Wright stuff

Architecture fans should definitely pay a visit to Frank Lloyd Wright's Home and Studio in Oak Park, Illinois, seven miles out of Chicago. Wright lived and worked here from 1889 to 1909, experimenting with design concepts, designing 125 structures and raising six children with his first wife, Catherine Tobin. The house was built in 1889 and the studio in 1898.

Other Wright sites you can see in Oak Park include the Unity Temple, the Arthur Heurtley House, Beachy House, Charles Matthews House, Edwin Cheney House and the Bootleg Houses.

Also not to be missed is the Robie House in Hyde Park, south Chicago, which Wright designed for his bicycle-maker client Frederick C. Robie in 1908. This was the Prairie-style building that inspired the modernist revolution in architecture. A National Historic Landmark, the House is gradually being restored and can be toured by visitors.

More information on visiting the sites and booking tickets is available from the Frank Lloyd Wright Preservation Trust: www.wrightplus.org

Back to school

Near the Robie House is the private University of Chicago, which was founded in 1890 by John D. Rockefeller. Today, it has more than 13,000 undergraduate and graduate students and 243 buildings. It can claim over 70 Nobel laureates.

Located south of downtown Chicago, the University provides many attractions for the curious tourist. These include:

- Oriental Institute Museum: Open from 10:00 a.m. to 6:00 p.m. most days, the Oriental Institute houses a collection of Near Eastern historical, art and archaeological artifacts. The current exhibition (until May 6) is on Ancient Nubian Art Recreated. 1155 East 58th Street.
- Smart Museum of Art: This Museum has a permanent collection of more than 10,000 objects from 5,000 years. Until May 20, there is an exhibition on Cosmophilia: Islamic Art from the David Collection, Copenhagen. The museum is at 5550 S. Greenwood Ave., and is open from 10:00 a.m. to 4:00 p.m. weekdays and 11:00 a.m. to 5:00 p.m. weekends.
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- University of Chicago Botanic Garden: Part of the University campus has been recognized as a botanical garden since 1997. It grows, displays and documents plants that are of ornamental or scientific interest and are suited to the Chicago lakefront environment.

Life’s a beach

Did you know Chicago has more than 30 beaches? Nearly all of them are on the shore of Lake Michigan, with the most accessible being Oak Street Beach, close to the Magnificent Mile and the Hancock Center. As well as being a long-standing popular location for sunbathing, Oak Street offers extensive deep-water swimming and SCUBA diving (until last year it was the only place in the city where you could dive close to the shore). It attracts well-toned, well-dressed sun-seekers as well as athletes in training.

For popular appeal, though, Oak Street has been overtaken by North Avenue Beach, slightly to the north. It has facilities in an ocean-liner shaped beachhouse and plenty of lifeguards. North Avenue also hosts international volleyball tournaments and the Chicago Air & Water Show in August.

If you prefer to stay out of the water, you may want to consider a cruise on Lake Michigan. The Spirit of Chicago leaves throughout the day. A three-hour cruise, including dinner and entertainment, costs from $74.21 and boarding times vary from 5:00 p.m. to 7:00 p.m. Book online at www.spiritcity-cruises.com. Alternatively, dinner cruises on the Odyssey depart from the south side of Navy Pier. Boarding is at 5:00 p.m. Sundays, 6:00 p.m. weeknights, 7:00 p.m. Fridays and 6:30 p.m. Saturdays and cruises last three hours. Prices start at $89.90.

Call (866) 305-2469 to make a reservation.

Next week’s INTA Daily News will focus on the Chicago area, offering tips on how to make the most of your time. Watch this space!
Answers to Sunday’s quiz:
1. The tallest building in Chicago is the Sears Tower.
2. Chicago’s two baseball teams are the White Sox and the Cubs.
3. The Ferris wheel was invented in Chicago.

Competition winners
The following people win an INTA publication of their choice:

Chicago quiz: Sabrina Hudson of H.J. Heinz

Best cartoon caption (above left): Joan L. Dillon of Joan Dillon Law, LLC

Best photo of Chicago (left): Astrid P. Wyckoff of Birch, Stewart, Kolasch & Birch, LLP

I woke up this morning and saw our mark infringed. Called my trademark lawyer and told him I was unhinged. He said Charley, relax, I’ll take it from here. He wrote a C&D that made my eyes just tear. The brilliance of his prose and his knowledge of the law made that infringement the last I ever saw.

ON BEHALF OF THE GREATER CHICAGO FOOD DEPOSITORY, WE THANK ALL WHO VOLUNTEERED YESTERDAY AT INTA’S PUBLIC SERVICE EVENT.

THANKS FOR MAKING A DIFFERENCE!

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INTA Daily News - Wednesday, May 2, 2007
A selection of yesterday’s receptions

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Times change – brand remains

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INTA Daily News – Wednesday, May 2 2007
Bird & Bird hosted a reception in a minimalist, art-adorned converted power warehouse in Chicago's hip South Loop neighborhood.

Kilpatrick Stockton treated guests to a wine tasting event at the School of Art Institute. Guests sampled an array of canapés, each served with a different fine wine from Argentina or Chile.

A decision by Greenberg Traurig and Olswang to host their reception at the House of Blues proved a hit with guests who donned hats and sunglasses in a tribute to their favorite blues bands.

Lawyers from DLA Piper took over the Signature Room on the 95th floor of the John Hancock Center for a Monday evening reception.

CT Corsearch held a party on Monday at the Sound Bar, one of Chicago's newest, biggest, and most fashionable nightclubs.

Guests at the Brooks Kushman reception absorbed the Italian atmosphere of the popular restaurant Vivo.

The crowd at Schiff Hardin's reception on Monday night enjoyed the view from the 66th floor of the Sears Tower while honing their putting skills.

Whiskey was the tipple of choice at McDonnell Boehnen's Irish-themed event held at the Fadó pub.

Finnegan Henderson combined art and music during a reception at the River East Art Center that went on until late last night. Eclectic singer-songwriter Chuck Prophet was the key attraction.

Duane Morris held a reception at the Adler Planetarium overlooking the shorefront and Chicago cityscape.

Thomson CompuMark held their reception at the Grand Ballroom on Navy Pier. Hundreds of revelers danced the night away to the evening's surprise performance by a Beatles tribute band.

The amazing views from the Sears Tower greeted attendees at Jenner & Block's reception on Tuesday evening.
Today’s Schedule: Wednesday, May 2, 2007

All Events take place at the McCormick Place Lakeside Center (MPLC) unless otherwise indicated.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:30 am – 2:00 pm</td>
<td>REGISTRATION</td>
<td>Level 2 - Lobby</td>
</tr>
<tr>
<td>7:30 am – 2:00 pm</td>
<td>HOSPITALITY</td>
<td>Level 3 - Hall D1</td>
</tr>
<tr>
<td>8:00 am – 10:00 am</td>
<td>BREAKFAST TABLE TOPICS</td>
<td>Level 2 - E253</td>
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<tr>
<td>8:00 am – 10:00 am</td>
<td>COMMITTEE MEETINGS</td>
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<tr>
<td>8:30 am – 10:00 am</td>
<td>EIS Executive Council (Chairs and Vice Chairs Only)</td>
<td>E272a</td>
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<tr>
<td>8:30 am – 10:00 am</td>
<td>INTA Foundation</td>
<td>E272a</td>
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<tr>
<td>8:30 am – 10:00 am</td>
<td>PDA Executive Council (Chairs and Vice Chairs Only)</td>
<td>E259</td>
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<tr>
<td>10:00 am – 2:00 pm</td>
<td>EXHIBITION HALL</td>
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<tr>
<td>10:00 am – 3:00 pm</td>
<td>TOURS</td>
<td>Depart from MPLC</td>
</tr>
<tr>
<td>10:15 am – 11:30 am</td>
<td>CONCURRENT SESSIONS &amp; WORKSHOP</td>
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</tr>
<tr>
<td>10:15 am – 11:30 am</td>
<td>CW01 The Thrill Is Never Gone - Annual Review of U.S. Federal Case Law and TTAB Developments</td>
<td>Level 4 - E450</td>
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<tr>
<td>10:15 am – 11:30 am</td>
<td>CW02 Regional Update - Recent Legal Developments in Southeast Asia</td>
<td>Level 4 - E451a</td>
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<tr>
<td>11:45 am – 1:00 pm</td>
<td>CONCURRENT SESSIONS</td>
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<td>11:45 am – 1:00 pm</td>
<td>CW03 Internet Domain Names</td>
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<tr>
<td>11:45 am – 1:00 pm</td>
<td>CW04 Trademark Portfolio Management Practice Pointers</td>
<td>Level 4 - E453c</td>
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<tr>
<td>11:45 am – 1:00 pm</td>
<td>CW05 A Cryin' Shame - Counterfeit and Gray Market Goods</td>
<td>Level 4 - E451b</td>
</tr>
<tr>
<td>11:45 am – 1:00 pm</td>
<td>CW06 Dilution Law Update</td>
<td>Level 4 - E451b</td>
</tr>
<tr>
<td>11:45 am – 1:00 pm</td>
<td>CW07 Regional Update - Africa</td>
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</tr>
<tr>
<td>11:45 am – 1:00 pm</td>
<td>IW01 Industry Breakout - Pharmaceuticals and Healthcare - Recent Developments in Anticounterfeiting</td>
<td>Level 3 - E351</td>
</tr>
<tr>
<td>11:45 am – 1:00 pm</td>
<td>IW02 Industry Breakout - Computer Hardware and Software/Electronics</td>
<td>Level 3 - E350</td>
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<tr>
<td>1:15 pm – 3:15 pm</td>
<td>LUNCHEON TABLE TOPICS</td>
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<tr>
<td>1:15 pm – 3:15 pm</td>
<td>Get 'Em Singin' the Blues: Considerations in Sending Cease and Desist Letters</td>
<td>Level 3 - E253</td>
</tr>
<tr>
<td>7:00 pm – 11:00 pm</td>
<td>GRAND FINALE: Museum of Science &amp; Industry - “The World’s Fair”</td>
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INTA Daily News Announcements

Get Answers To Your Anticounterfeiting Questions at the INTA Anticounterfeiting Booth - Exhibition Hall Booth 920

Today’s Speakers

- 10:00 a.m. Goswino Oduber – Director – Bureau for the Intellectual Property of Aruba (Aruba)
- 10:30 a.m. Heather Tropman – Aristocrat Global IP Counsel – Aristocrat Technologies Australia Pty Ltd. (Australia)
- 11:00 a.m. Toe Su Aung – Head of Intellectual Property – BATMark Limited (United Kingdom)
- 11:30 a.m. László Bérczes – Attorney – S.B.G. & K. Patent and Law Offices (Hungary)
- 12:30 p.m. Florence Legeay – Lawyer – Union Des Fabricants (France)
- 1:30 p.m. Jill B. Bodenheimer – Legal Administrator – Assa Abloy Door Security Solutions (United States)

INTA’s 130th ANNUAL MEETING

MAY 17 - 21, 2008
BERLIN, GERMANY
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