LUXURY BRAND & RETAIL FORUM USA 2016

STRATEGIES TO MONETISE & PRESERVE YOUR BRAND

APRIL 19 2016, ESSEX HOUSE, NEW YORK

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INTRODUCTION

With the world becoming more connected and customers spending a significant amount of their time online, it is crucial to be able to navigate this new landscape to protect and manage your brand in the right way. With the rise of social media and online marketplaces, marketing infringing goods and passing off established brands has never been so easy. The International Copyright Council estimates that the global trade in counterfeit goods is now around $1.77 trillion worldwide. Therefore, it is imperative to know every trick to protect your brand and connect traditional brand protection with new methods to safeguard your products online.

The increasing democratisation of the internet means online shopping plays an increasingly important role in the purchasing decisions of luxury goods. It is more important than ever for brands to implement risk management strategies to stay one step ahead of against online infringements and ensure preservation of your brand. In addition to this, tweets and social media impose a full new set of regulatory and legal challenges to your brand, and the accessible nature of online material and content-sharing threatens the exclusivity of your products.

The inaugural MIP Luxury Brand & Retail Forum USA echoes its successful sister event in London in September 2015. It will guide you through this new world, and advise on all legal matters ranging from trademarks and brand protection to copyright and design protection. By discussing the most pressing legal issues facing the luxury and retail industry, this forum will provide cutting edge legal advice and equip you with everything you need to know to protect your brand, both physically and online.

The MIP Luxury Brand & Retail Forum USA unites experts in corporations, industry associations and international leading legal experts to discuss and exchange business critical knowledge.

Register your place today.

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BENEFITS OF ATTENDING

Delegates are invited to attend a full day of debates and discussions to hear from, and network with, leading experts from multiple jurisdictions and industries. All delegates will be party to important debates about the most significant global developments in the patent system and will have the opportunity to contribute as well as learn.

- Learn how to utilise website blocking strategies to fight counterfeit sales online
- Discuss the benefits and multiple risks of social media with regard to brand dilution, content sharing and copyright compliance
- Debate how to protect your brand in emerging markets
- Examine the changing relationship between luxury and retail brands
- Listen to enforcement strategies and best practices to safeguard your assets
- Join analysis on the pros and cons of utilising either trademark, design rights or copyright to best protect your brands and products
- Examine whether the introduction of wearable technology with merge the distinction between design and patent law

WHO YOU WILL MEET

- IP in-house counsel
- General counsel
- Brand protection managers
- Heads of IP
- Brand managers at corporates
- E-commerce managers
- Private practice lawyers
- Heads of legal
- Patent counsel
- Trademark counsel

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<td>8.50</td>
<td>Opening remarks by Michael Loney, Americas editor, Managing IP</td>
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<td>Protecting your brand in the 21st Century</td>
<td>Pamela Church, partner, Baker &amp; McKenzie (moderator)</td>
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<td>• Why traditional brand protection won’t go away</td>
<td>Pamela Weinstock, vice president &amp; associate</td>
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<td>• Case study: managing your brand in a coherent way</td>
<td>general counsel, Kenneth Cole</td>
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<td>• How is technology overhauling the way the luxury and retail industry operates?</td>
<td>Wendy Kaplowitz, assistant general counsel, Elizabeth Arden</td>
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<td>• Design protection and defence: how to find the best protection for your brand and products</td>
<td>Lisa Rosaya, partner, Baker &amp; McKenzie</td>
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<td>Digital marketing as an asset to your brand?</td>
<td>Sarah Schneider, shareholder, Sheridan Ross (moderator)</td>
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<td>• Democratization of the internet: risks of social media advertising</td>
<td>Aron Weiss, legal counsel, Fast Retailing</td>
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<td>• How to respond when a campaign backfires: trolling, parodies, and trademark abuse</td>
<td>Diana Arredondo Ramirez, senior IP counsel, Televisa</td>
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<td>11.10</td>
<td>Online brand protection and anti-counterfeiting strategies</td>
<td>Patti Carlson, associate, Akerman (moderator)</td>
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<td>• Translating physical laws into the virtual world and building preventative measures</td>
<td>Erica Weiner, assistant general counsel, global IP &amp; brand protection, Michael Kors</td>
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<td>• Implementing risk management strategies to stay one step ahead of against online infringements and cybersquatters</td>
<td>Kasie Brill, director of US intellectual property policy, US Chamber of Commerce</td>
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<td>• Best practice for online anti-counterfeiting: taking advantage of the US anti-counterfeiting law</td>
<td>Jessica Heiss, vice president &amp; trademark counsel, Estee Lauder</td>
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<td>• Strategies to navigate the legal side of luxury marketing</td>
<td>Ira Sacks, partner, Akerman</td>
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<td>12.00</td>
<td>Design and 3D trademark protection in Europe</td>
<td>Manuela Macchi, partner, Keltie (moderator)</td>
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<td>• Registered and unregistered designs in Europe</td>
<td>Lynn Schreier, senior intellectual property counsel, Swarovski</td>
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<td>• Design clearance and freedom to operate</td>
<td>Emily Weal, associate, Keltie</td>
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<td>Emerging markets: Brand protection in China</td>
<td>Daniel Bennett, CEO, Yellow Brand Protection (moderator)</td>
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<td>• The pitfalls and issues for brands in emerging markets</td>
<td>Ainslee Schreiber, vice president &amp; associate</td>
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<td>• Understanding the practical challenges and approaches to identifying and resolving brand infringement in China</td>
<td>general counsel, global trademark, Starwood Hotels</td>
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<td>• Latest strategies for brand protection success: Chinese online marketplaces</td>
<td>Talin Haroutian, general counsel, Deux Lux</td>
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<td>Blending wearable technology into the world of luxury</td>
<td>Alexandra Brodie, partner, Gowling WLG</td>
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<td>• What extend do luxury brands feel they need to acquire technology?</td>
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<td>• Detailing the steps luxury brands are taking to enter the wearable technology market</td>
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<td>• Understanding the threat of new technologies: what challenges are posed by this fast growing industry?</td>
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<td>• Navigating the patent landscape: what decisions luxury brands must take before introducing a product incorporating wearable technology to market</td>
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<td>Exclusivity vs popularity: How to preserve the aura of luxury</td>
<td>Dale Cendoli, partner, Kirkland &amp; Ellis (moderator)</td>
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<td>• Examination of the changing relationship between luxury and retail brand</td>
<td>Elisheva Janie, assistant general counsel, Coty</td>
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<td>• How to harness popularity without diluting luxury</td>
<td>Ewa Abrams, vice president, associate general counsel &amp; chief privacy officer, Tiffany</td>
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<td>• Does accessibility bridge the gap between luxury and retail brands?</td>
<td>Claudia Ray, partner, Kirkland &amp; Ellis</td>
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<td>Connecting with consumers: Social media brand management</td>
<td>Janet Cullum, partner, Cooley (moderator)</td>
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<td>• Understanding the consumer: examining next generation communications and the power of e-commerce</td>
<td>Allison Hobbs, legal counsel, Big Tent Entertainment</td>
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<td>• Best practice to achieve exclusivity in an inherently open world</td>
<td>Jennifer Chung, assistant general counsel, Time</td>
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<td>• Less is more? How to tailor your brand to the mobile market</td>
<td>Sarah Pearce, partner, Cooley</td>
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<td>• Leveraging opportunities whilst maintaining control of your brand</td>
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<th>Booking fee</th>
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