GLOBAL TRADEMARK ROADSHOW 2018
MARCH 13, 2018 LOS ANGELES

BENEFITS OF ATTENDING

• How brands, rather than patents, may be a better predictor of innovation value
• Coping with piracy and counterfeiting
• What every brand lawyer needs to know to be a better strategic partner to business teams
• Effective copyright strategy including social and mobile
• Using artificial intelligence and management systems to protect your trademarks
• When does it make sense to litigate?
• How blockchain is helping in the fight against counterfeits

WWW.MANAGINGIP.COM/GLOBALTM18
#GLOBALTM18

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SPONSORS
Frankfurt Kurnit
GOWLING WLG
Kilburn & Strode
INTRODUCTION

As US companies continue to expand their trademark practices into the global landscape, in-house counsel, as well as their outside counsel, must keep abreast on the different trademark developments around the world. The 2nd annual Managing IP Trademark Roadshow 2018 will provide in-house trademark and IP counsel with a unique opportunity to elevate their knowledge of the global trademark marketplace through engaging talks, networking, and of course, learning the interesting developments in global trademarks. In attending this unique event, you will not only get the opportunity to hear leaders in the trademark field discuss the matters most relevant to your global practice, but you will have the opportunity to network and expand your reach in an environment that fosters the prosperity of your global business. The Forum will be equally of interest to IP in-house counsel as well as private practice law firms.

WHO YOU WILL MEET

- IP in-house counsel
- Heads of IP
- IP Portfolio Manager
- General Counsel
- Senior branding experts
- Private practice lawyers
- Administrative Judge
- Chief legal officers
- Compliance officers
- Paralegals
- Corporate and legal affairs

Euromoney Institutional Investor LLC is an international business-to-business information company focusing on the global financial community. Begun in 1969, Euromoney now spans the globe with over 2,300 staff. Our headquarters are in London and we have main offices in New York, Montreal and Hong Kong. The Legal Media group lays out the landscape of international law across a variety of specialist fields, providing the content, analysis and data necessary for creating strategy and comparing the latest developments and innovations. We manage some of the oldest and most widely respected brands in this sector – Managing Intellectual Property, International Financial Law Review and Benchmark Litigation. In addition, we run a large number of related conferences, webinars and awards dinners held annually across all continents. http://www.managingip.com/Events.html
PROGRAMME

9:15 Registration and networking breakfast

9:50 Opening remarks

9:55 Europe
- Brexit’s impact on the EU Trademark Directive
- Working between IP offices in the EU
  Ryan Pixton, partner, Kilburn & Strode
  Marjorie Norman, associate, Venable

10:45 Networking coffee break

11:05 Effective brand protection strategy
- Domain names and gTLD concerns
- Across social and mobile
  Manuela Finger, partner, Gowling WLG
  Tammy Brandt, chief legal officer, Dreamscape Immersive
  Randy Berholtz, EVP, corporate development and general counsel, Innovus Pharmaceuticals

11:55 The Opposition system in México
- Has it been effective?
- The first court decisions
  Carlos Perez, senior partner, Calderon & De La Sierra

12:50 Networking lunch

1:30 When does it make sense to litigate?
- Balancing enforcement & business costs
- What to do when enforcement goes viral and threatens your reputation
  Mark Cantor, president & chairman, Brooks Kushman
  Nikki Hart, business and legal affairs, AXS
  Benjamin Stasa, shareholder, Brooks Kushman

2:20 Social media concerns
- Influencers duty to disclose relationships when promoting/endorsing products
- When to make an example of infringement
  Daniel Goldberg, associate, Frankfurt Kurnit Klein & Sela
  Hannah Taylor, counsel, Frankfurt Kurnit Klein & Sela
  Sara Perry, vice president, head of marketing & advertising, business and legal affairs, NBC Universal
  Kat McGowan, global trademark counsel, LinkedIn

3:10 Networking coffee break

3:30 China
- Priority claims
- Appealing decisions effectively
  Susan Natland, partner, Knobbe Martens

4:10 Forum adjourns
1 | Register (Please tick one box)

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<thead>
<tr>
<th>Booking fee</th>
<th>Private practitioners and service providers</th>
<th>Advisers, consultants</th>
<th>In-house counsel</th>
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<td>Early bird rate (before 5 January)</td>
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TOTAL REMITTANCE

2 | Your details for registration (Please print)

Delegate 1

- Name: 
- Job title: 
- Company: 
- Address: 
- Postcode: 
- Country: 
- Tel: 
- Email: 

Delegate 2

- Name: 
- Job title: 
- Company: 
- Address: 
- Postcode: 
- Country: 
- Tel: 
- Email: 

☐ I cannot attend but please add me to your mailing list for future events.

3 | Method of payment

Please tick the appropriate box to choose your payment method and sign below:

☐ Bank Transfer (details will be provided by invoice)

☐ Credit Card Payment

REGISTRATION FEE: The registration fee includes participation in the forum, documentation material, breakfast, coffee breaks and lunch. All delegates are responsible for their own accommodation and travel.

PAYMENT: All registration fees (where applicable) must be received in full prior to the event date or the invoice due date, whichever is sooner.

To make a payment by credit card, please register and pay online at: www.managingip.com/GlobalTM18 or call +44 (0) 207 779 8938

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