**AGENDA**

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|   | **Saturday, April 25, 2020** |   |

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| **9:00 am—7:00 pm** |
| **Registration and Hospitality**On Saturday and Sunday, visit us in the Begonia Jr. Ballroom on Level 3 for express check-in. From Monday to Wednesday, visit Onsite Registration on Level 1 for assistance. |
| **9:00 am–10:00 am** |
| **Continental Breakfast**Continental breakfast will be served daily until 10:00 am in the Hospitality Area on Level 1, Hall C. |
| **9:00 am–3:00 pm** |
| **Anticounterfeiting Workshop: Combating Online Counterfeiting Together***(Exclusive to in-house practitioners and government officials)*This workshop presents an opportunity for key stakeholders in the fight against counterfeiting to work together in a closed-door environment, sharing their perspectives, discussing lessons learned and best practices, and exploring ways to enhance collaboration and cooperation.This year’s workshop will build on the successful events at past meetings by exploring some of the key themes to come out of those discussions.  Attendees will share examples of particularly helpful practices and processes that they are utilizing in the fight against online counterfeiting. The workshop is exclusive to three key groups of stakeholders:* Corporate in-house representatives—brand owners impacted by counterfeiting
* Intermediaries, including digital commerce service providers—in-house representatives from the digital commerce environment, which includes marketplaces, payment service providers, search engines, and social media platforms, as well as Internet registries, registrars, and logistics companies
* Government officials—government and law enforcement officials involved in the fight against online counterfeiting

Please note that space is limited, and registration is therefore on a first-come, first-served basis. In view of space limitations, we ask that no more than two representatives of an entity or organization attend this workshop.**Fee:** US $100The registration fee includes coffee breaks and lunch. Tickets for admission to this event will not be sold onsite.**Registration is nonrefundable, but substitutions are allowed. Space is limited.****Already registered for the Annual Meeting?**To add events, sessions, and guests to your registration, log into the Registrant Portal (forthcoming) and click on Add Sessions/Events on the top menu, and then click on Add Guest/Session on the right menu.  |
| **9:00 am–4:00 pm** |
| **Board of Directors Meeting** |
| **8:00 am–5:30 pm** |
| **Course on International Trademark Law and Practice***(Advance registration required; CLE credit available)*New this year! Register for a more streamlined course, which will be only one day long. Practitioners new to trademark law, law and paralegal students, trademark administrators, and in-house counsel seeking to obtain a well-rounded overview of trademark law and practice from around the globe are encouraged to attend. This new format will feature speakers from around the globe taking a deeper dive into fundamental trademark topics like treaties, famous trademarks, brand protection on the internet and brand and corporate social responsibility in the morning segment and then updates from key jurisdictions in Asia-Pacific in the afternoon segment. Full schedule to be posted soon. Fee: US $350The registration fee includes coffee breaks, breakfast and lunch. Tickets for admission to this event will not be sold onsite. **Registration is nonrefundable, but substitutions are allowed. Space is limited.****Already registered for the Annual Meeting?** To add events, sessions, and guests to your registration, log into the Registrant Portal (forthcoming) and click on Add Sessions/Events on the top menu, and then click on Add Guest/Session on the right menu.  |
| **10:00 am–5:00 pm** |
| **Career Development Day**A day of programming designed just for students. |
| **12:30 pm–2:30 pm** |
| **Luncheon Table Topics**Table Topics are a great networking opportunity to discuss topics of interest over lunch or breakfast with a small group of like-minded professionals. Come prepared to join in on the conversation and share your thoughts!Registration costs US $65, and tickets are sold on a first-come, first-served basis. **Tickets for admission to this event will not be sold onsite.**  |
| **12:00 pm–1:15 pm** |
| **CSA20 A New Stage for China Trademark System’s Development: Big Data, AI, and Image Recognition***Programming will be presented in MandarinIntermediate to Advanced Level*Over 7 million trademark applications were filed in 2018, representing a 23.72% increase when compared with 2017, overwhelming administrative authorities, the courts, and trademark practitioners, and affecting applicants as well. The heavy workload will be a headache without the utilization of big data, AI, and image recognition to help clear the backlog.Panelists will explore these concepts and share insights on the following items:* Hello new world—how AI and image recognition lighten the workload and accelerate trademark registration and the examination process
* New policies on public service and key initiatives to enhance the transparency of the trademark system for users
* Big data and knowledge graph—a new approach to obtain insight and correlation across trademark data in the entire IP landscape
* The improvement of enforcement and trademark protection presented by new technology

**Moderator:**Li Bo, China National Intellectual Property Administration (CNIPA) (China)**Speakers:**Cheng Li, International Property Publishing House (IPPH) (China)Mingang Zhu, International Property Publishing House (IPPH) (China)Xinyu Zhu, International Property Publishing House (IPPH) (China) |
| **12:00 pm–1:15 pm** |
| **CSA22 Right of Publicity: The Life and Times of a Professional Football (Soccer) Player**Rights of publicity are often very valuable and important IP rights for individuals or companies to manage, whether advising rights holders such as athletes, actors, or musicians or representing companies that use the names, voices, or likenesses of individuals in commercial advertising or promotions. Can you use an athlete’s image, or likeness, or even silhouette, to promote your product without his or her consent? What right do individuals have to control the use of their image and public persona?Speakers will focus on the life-cycle of a fictional female football (soccer) player from high school through college, on to the World Cup, and throughout her professional soccer career and then into her post-career life and post-mortem rights. As the athlete grows and her exposure and fame grow with her, she’ll face new and different rights of publicity issues, including: * Basic publicity rights issues that everyone needs to understand regarding use of a person’s name, image, voice and/or likeness
* Emerging publicity rights issues regarding the use of player statistics, jersey numbers, body parts, and other unique indicia of persona, including use in sports management and sports betting
* Rights respecting entertainment and vocal publicity rights
* The overlap and tension between First Amendment and fair use issues, including the use of player images or video in tribute advertising or sponsored broadcast pieces versus the players’ rights to control their image, data, etc.
* Special rules regarding social media influencers
* Post-mortem publicity rights and how long they last

**Moderator:**Christopher George, Intel Corporation (USA)**Speakers:**Darren Olivier, Adams & Adams (South Africa)Kathy Tsai, GoPro, Inc. (USA) |
| **12:00 pm–2:00 pm** |
| **CSA30 Diversity and Inclusion: What’s Next?***Intermediate Level*Speakers will offer a global look at diversity from societal and corporate perspectives. What are the diversity and inclusion issues in various regions of the world? How do these issues impact the practice of law and relationships among members of the bar and clients? What are the best practices and expectations, and can they vary from country to country? How is a corporate culture of diversity exported and applied on a worldwide basis? How can a brand be a worldwide good corporate citizen and a force for change? What do businesses look for in local counsel, and how can they get a better understanding of local diversity issues? Join speakers in developing a participatory dialogue that draws from their experiences and those of the audience for a look at diversity from a global viewpoint.**Moderator:**Jennifer M. Mikulina, McDermott Will & Emery LLP (USA) **Speakers:**J. Scott Evans, ADOBE INC. (USA)Chinyere Anayo Okorocha, Jackson, Etti, & Edu (Nigeria) |
| **1:30 pm–2:45 pm** |
| **CSA31 API and AI: Technology Tools and the Trademark Lawyer*** The difference between application programming interface (API) and artificial intelligence (AI)
* How to maximize API and AI for trademark management
* API, AI, and a holistic approach to data

**Moderators:**Stephen Garfield, Copyright Clearance Center, Inc. (USA)Chris Kenneally, Copyright Clearance Center, Inc. (USA)**Speakers:**Iris Geik, Copyright Clearance Center, Inc. (USA)Randi Singer, Weil, Gotshal & Manges LLP (USA) |
| **1:30 pm–2:45 pm** |
| **CSA32 Fighting Famous Brand Violations in a Changing Cannabis Culture**Laws and taboos around marijuana use are loosening in many jurisdictions, resulting in thousands of new players entering the cannabis and vaping industry. With cannabis coming out of the shadows of subculture, everyone from first-time entrepreneurs to well-known and reputable brands are exploring avenues to develop and market their own cannabis products and accessories. The legal gray area surrounding cannabis culture poses a unique challenge for brand owners and trademark practitioners, with cannabis growers, developers, and retailers often playing off of famous brands in their marketing tactics. How can brands and their counsel effectively protect their marks from dilution and infringement, and the public from confusion? How do brands manage the reputational aspects of this amidst shifting public perception? What can members of the cannabis industry do to protect their own marks while mitigating infringement risks? Join a discussion of brand counsel and cannabis industry professionals who are grappling with these issues.This panel will explore best practices and legal considerations for brand owners and cannabis industry professionals in the U.S., Canadian, and European markets, and will address the following issues:* How can brand owners develop an effective, manageable enforcement strategy without damaging their public reputation?
* What steps should cannabis industry professionals take to protect their new marks in a rapidly changing legal landscape?
* What novel challenges and considerations does legalized cannabis present for trademark attorneys?

**Moderator:**Devon Sparrow, Citrix Systems, Inc. (USA)**Speakers:**Speakers to be announced soon |
| **3:00 pm–4:15 pm** |
| **CSA50 Identification of Trademark Infringement in Parallel Imports: Chinese Practice and International Experience**Advanced LevelProgramming will be presented in Mandarin Pursuant to current laws and regulations in China, there are no relevant regulations on parallel imports, resulting in inconsistent criteria being applied. This session is designed to help foreign companies understand the standards of the current legal practice in China. It is anticipated that through discussion with participating experts and officials, the criteria for trademark infringement in parallel imports will be clearer, and furthermore the amendment of Chinese Trademark Law will be enlightened and progress will be made as a result.**Moderator:**Ze Wang, China Trademark Association (China)**Speakers:**Speakers to be announced soon

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| **3:00 pm–4:15 pm** |
| **CSA51 The Good Business of Sustainable Brands*** Changing landscape for brands and their messages—consumers are looking behind the products when making their purchase and loyalty decisions
* Trademarks and brands as more than just “source identifiers”
* A chance for brands to show their commitment to the “triple bottom line” principle
* Brand commitment to corporate social responsibility (CSR) is a two-way benefit—brand value is proven to react positively to CSR involvement
* The cross-roads between CSR and IP rights and what IP lawyers should know about it

**Moderator:**Jessica Murray, Toms Shoes Inc. (USA) **Speakers:**Speakers to be announced soon |
| **3:00 pm–4:15 pm** |
| **CSA52 Experienced Trademark Administrators Idea Exchange and Best Practices**CLE is not being offered for this session.Join INTA’s Trademark Administrators Committee as it hosts a moderated and lively interactive idea exchange for experienced Trademark Administrators. This session is designed as a rotating roundtable discussion about various best practice and career development topics. Attendees will select up to two topics and participate in a small group discussion on each topic in 30-minute intervals. The goal of the session is to encourage attendees to have exciting discussions, share and learn best practices, and network with their peers and then report out to the larger group at the end. |
| **3:00 pm–4:15 pm** |
| **CSA50 Trademark Administrators Idea Exchange and Best Practices**CLE is not being offered for this session.Join INTA’s Trademark Administrators Committee as it hosts a moderated and lively interactive session for Trademark Administrators. This session is designed as a rotating roundtable discussion about various best practice and career development topics. Attendees will select up to two topics and participate in a small group discussion on each topic in 30-minute intervals. The goal of the session is to encourage attendees to have exciting discussions, share and learn best practices, and network with their peers. |
| **3:00 pm–5:00 pm** |
| **Annual Meeting Registrant First-Time Orientation and Reception**Is this your first Annual Meeting? If so, be sure to join us and learn from experienced Annual Meeting attendees about the Meeting’s many resources and opportunities for education and networking; also find out how to navigate the Exhibition Hall and make the best use of your time. Don’t miss out on this informative event and discover what’s new at this year’s Meeting. After you hear from experienced INTA attendees about how to maximize your time at the Meeting, stick around for the reception after the session, where you can network with other first-time attendees, enjoy a cocktail, and get to know each other better. Young practitioners, students, and new INTA members will find this orientation and reception essential to making the most of their first Annual Meeting.  |

  Programming will be presented in Mandari

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|  **Sunday, April 26, 2020**

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| **7:30 am–7:00 pm** |
| **Registration and Hospitality**On Saturday and Sunday, visit us in the Begonia Jr. Ballroom on Level 3 for express check-in. From Monday to Wednesday, visit Onsite Registration on Level 1 for assistance. |
| **8:00 am-10:00 am** |
| **Continental Breakfast**Continental breakfast will be served daily until 10:00 am in the Hospitality Area on Level 1 in Hall C. |
| **9:30 am–2:45 pm** |
| [**In-House Practitioners Workshop and Luncheon: Technology and the Trademark Team—How to Use Technology to Your Advantage Without Letting Technology Take Advantage of You**](https://www.inta.org/2020Annual/Program/Pages/In-house-Workshop.aspx)*(Limited to in-house practitioners only; advance registration required)*The Fourth Industrial Revolution is the current environment in which we live. Disruptive technologies have had an enormous impact on how we communicate, consume, work, and interact. These changes in technology have had a significant impact on the roles and responsibilities of a trademark team.This workshop presents an important opportunity for in-house practitioners to share their experiences and to bring home concrete tips and tools for a technology revolution at their own companies. Walk away with valuable tips and watch-outs on identifying, implementing, and budgeting for a technology transformation. Also, we will discuss ways in which technology may help to transform your legal team from a cost center to a potential revenue generator.**Fee:** US $150 Early Bird, US $200 StandardThe registration fee includes coffee breaks and lunch. Tickets for admission to this event will not be sold onsite. Registration is nonrefundable, but substitutions are allowed. Space is limited.**Already registered for the Annual Meeting?** To add events, sessions, and guests to your registration, log into the Registrant Portal (forthcoming) and click on Add Sessions/Events on the top menu, and then click on Add Guest/Session on the right menu.  |
| **9:00 am–10:15 am** |
| **CSU01 How to Comply with GDPR: An Analysis of Regulatory Guidance from Europe Since 2018***Intermediate Level*The European Data Protection Board has issued guidance to help clarify complex questions that have been raised over the past two years of the existence of General Data Protection Regulation (GDPR). Issues that may be discussed include: * The effect, if any, of the private right of action on the effectiveness of data protection law in general
* A brief summary of the guidance
* The effect of the guidance on the way companies operate
* The clarity of the guidance
* Open questions for brands
* How GDPR guidance has affected brands outside the EU

**Moderator:**Patricia McGovern, DFMG Solicitors (Ireland)**Speakers:**Christopher Hawkes, Stobbs (United Kingdom)Derek Ho, MasterCard International Incorporated (Singapore)Sheena Jacob, JurisAsia LLC (Singapore) |
| **9:00 am–10:15 am** |
| **CSU02 1, 2, 3, Abracadabra, Sim Sala Bim: We’re Paperless! Attaining or Approaching a Paperless Office—Despite Legacy Systems**Considering taking your firm paperless? Hear from those who have done so to learn best practices, how to avoid pitfalls, and tips and tricks for success. Additionally, the panelists—including service providers—will highlight how such providers can help you reach your goal—whether that is a truly paperless office or one that reduces its reliance on hard copy documents. The topics to be covered will include:* Reducing the amount of paper that needs to be stored and handled on a daily basis
* Making it easier and faster to locate information
* Creating a secure backup record by storing it in an electronic format
* Accessing information anywhere, at any time, securely and rapidly

**Moderator:**Charles Philip Guarino, Moser Taboada (USA)**Speakers:**Tracey Berger, Spruson & Ferguson (Australia)Michael J. Brown, Michael J Brown Law Office (USA)Serena Lim, Clio (Hong Kong SAR, China)Sanjay Shah, iManage (India)  |
| **9:00 am–10:15 am** |
| **CSU03 Same, But Different: National Offices and Madrid Protocol Designations in Asia-Pacific**This panel will discuss the adoption of the Madrid Protocol in the Asia-Pacific region, the differences in how the country designations are handled in the region, and strategies for applicants. Speakers will discuss the following:* Comparison of the treatment and progress of Madrid Protocol national designations once they are received by national offices
* Best practices when planning to file trademark applications designating countries in the region
* Potential pitfalls, peculiarities, and how to navigate around them

**Moderator:**Brett Doyle, Clayton Utz (Australia)**Speakers:**Louis Chan, UL International—Singapore Private Limited (Singapore)Sidney Gray, IP Australia (Australia) Isabelle Tan, Intellectual Property Office of Singapore (IPOS) (Singapore)Peter Willimott, Senior Program Officer, WIPO |
| **9:00 am–10:15 am** |
| **CSU04 Are You Open to CHANGE and Do You Respond Appropriately to STRESS? Tips and Answers from Neuroscience***Beginner Level*Get an introduction to your brain functionality and how it reacts to change and stress. This session aims to provide information and tools to help you become an empowered individual and a better manager and improve your interactions with clients. Through this session based on neuroscience, gain insight into:* How your brain functions
* Why we are wired not to change and how can we overcome this
* Diving into our reptilian brain and how we react to stress
* Learning how to distinguish each type of stress
* Identifying your brain’s favored response to stress
* Tips to better communicate with your clients and team, or even with your spouse and children, depending on their type of stress

**Presenter:**Hélène Nicora, INTA (Belgium) |
| **9:00 am–10:15 am** |
| **SS01 EUIPO Users’ Meeting** |
| **9:00 am–11:00 am** |
| **Breakfast Table Topics**Table Topics are a great networking opportunity to discuss topics of interest over lunch or breakfast with a small group of like-minded professionals. Come prepared to join in on the conversation and share your thoughts!Registration costs US $65, and tickets are sold on a first-come, first-served basis. Tickets for admission to this event will not be sold onsite.  |
| **10:00 am–4:00 pm** |
| **Exhibition Hall**Visit the 120+ exhibitors displaying their products and services. Exhibitors include trademark solution providers, law firms, media companies, IP offices, trade associations, and government offices. |
| **10:30 am–2:00 pm** |
| **Judges Workshop***(Exclusive to IP Judges)*In this workshop, IP Judges from several different jurisdictions worldwide will participate in an open and interactive discussion on hot topics in trademarks and recent noteworthy decisions.  |
| **10:30 am–11:45 pm** |
| **CSU10 Mediating Across Cultural Differences***Intermediate Level*Join us for an interactive educational session for mediators and advisors to parties in dispute. The session is headlined by an international mediator and advisor to WIPO, and features vignettes on particular dilemmas encountered when parties of different cultural backgrounds seek to find common ground  **Moderator:**Ruth Corbin, Osgoode Hall Law School, York University (Canada)**Speakers:**Zechariah Jin Han Chan, Lee & Lee (Singapore)Anuj Desai, Arnall Golden Gregory, LLP (USA)Donald Prutzman, Tannenbaum Helpern Syracuse & Hirschtritt LLP (USA)Joyce A. Tan, Joyce A. Tan & Partners LLC (Singapore) |
| **10:30 am–11:45 am** |
| **CSU11 Platform Liability: Where Does It Begin and Where Should It End?***Intermediate Level*Internet platforms that display advertising and sales are rife with the opportunity for counterfeits and deceptive products. Brand owners have a compelling interest in having listings and ads for these products removed as soon as possible. So, too, do reputable Internet platforms, which do not want to be associated with these kinds of products and often lack knowledge of whether the products are genuine. But platforms also have an interest in fair, competitive marketplaces, and it is not always in consumers’ best interest to remove listings just because a brand owner claims the listing is not authorized.  This panel will address the following issues:* Brand owner strategies for getting infringing content removed quickly
* Platform policies and practices to prevent and remove infringing content
* Current developments and trends in platform liability
* Whether the current liability tests represent the right balance between the interests of consumers, brand owners, and platforms
* Whether there are better tests that could be adopted

**Moderator:**Margret Caruso, Quinn Emanuel Urquhart & Sullivan, LLP (USA)**Speakers:**Gavin Charlston, Google (USA)Angela Li, Alibaba Group Services Limited (Hong Kong, SAR China) Tara Steketee, Merck & Co., Inc. (USA) |
| **10:30 am–11:45 am** |
| **CSU12 How Artificial Intelligence Can Be Used in the Clearance, Prosecution, and Enforcement of Trademarks***Intermediate Level*Artificial Intelligence (AI) is growing in significance, use, and adaptation to multiple industries, including in trademark law. This panel will focus on the potential uses of AI in the clearance, prosecution, and enforcement of trademarks. This panel will explore the uses of AI, identify and explain the pros and cons of AI in clearance, prosecution, and enforcement, and discuss the economic impact and effect on legal practitioners, brand owners, and possibly the changes to legal education. Additionally, what would be the impact on governmental entities in using AI in the trademark registration process? Finally, what is the impact of AI on small-to-medium-sized corporations (SMEs) and others?**Moderator:**Francesca Ferrari, Insubria University (Italy)**Speakers:**Daryl Lim, University at Illinois Chicago John Marshall Law School (USA) |
| **10:30 am–11:45 am** |
| **CSU13 UNREAL Campaign Bootcamp and Challenge**The Unreal Campaign is INTA’s consumer awareness initiative designed to educate young consumers (ages 14–23) about the importance of trademarks, brands, and the dangers of counterfeit products. At the 2019 Annual Meeting opening ceremony in Boston, David Lossignol, INTA past President, issued the Unreal Campaign Challenge. The purpose of the Challenge is to galvanize all INTA Members to organize and give Unreal Campaign presentations and to support the work of the Unreal Campaign in other ways.  Panelists will explain the background, purpose, and goals of the Unreal Campaign and will prepare participants to give Unreal Campaign presentations. This session will include:* An overview of the Unreal Campaign
* An actual Unreal presentation led by experienced Unreal Campaign presenters
* Real or Unreal? Hands-on activity comparing real goods with their fake counterparts
* Sharing of Unreal Campaign experiences and successes
* Suggestions for how to get involved in the Unreal Campaign Challenge, as presenters and as sponsors

**Moderators:**Nancy Rubner Frandsen, BakerHostetler (USA)Stacey C. Friends, Morse, Barnes-Brown & Pendleton, P.C. (USA)**Speakers:**Stanislas Barro, Novartis International AG (Switzerland)Heather McDonald, BakerHostetler (USA) |
| **10:45 am–12:15 pm**  |
| **SS02 TM5 Users’ Meeting** TM5 will conduct an open session with all users. TM5 is a multilateral cooperation forum of the five largest trademark offices in the world, comprising the China National Intellectual Property Administration (CNIPA), the European Union Intellectual Property Office (EUIPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), and the United States Patent and Trademark Office (USPTO).  |
| **12:00 pm–1:15 pm** |
| **Trademark Administrators Brunch: Trademark Practices in Asia***(Advance registration required)*Join us at the Trademark Administrators Brunch as speakers compare and contrast trademark office practices in Asia (with an emphasis on South East Asia) and how office practices impact brand management, filing strategies, and enforcement. Hear from our experienced panel as they share useful insights. Offering a perfect mix of learning, good food, and great company, this event is also a perfect opportunity to network with other trademark professionals from around the world. Registration is US $65 and tickets are sold on a first-come, first-served basis. **Tickets for admission to this event will not be sold onsite.** |
| **12:00 pm–1:15 pm** |
| **CSU20 New Trend of IPR enforcement in China***Programming will be presented in Mandarin Advanced Level*Speakers will offer a summary of the Research Project “Status Quo and Countermeasures of Foreign-invested Enterprises in China on IP Protection,” as well as various updates on IP. **Moderator:**Michael Ding, Chair, The Quality Brands Protection Committee (QBPC) (China)**Speakers:**Jack Chang, The Quality Brands Protection Committee (QBPC) (China)Lawrence Wong, Eastman Chemical Company (Singapore)Sarah Zhao, UL LLC (China) |
| **12:00 pm–1:15 pm** |
| **CSU21 Existential Threats to the Practice of Law***Beginner to Intermediate Levels*Advances in technology have allowed most service-based industries to adopt new business practices to meet clients’ changing expectations and maximize profit. Hotels take reservations online, restaurants allow food to be ordered through mobile applications, and tax preparation firms use algorithms to complete and file income taxes. The legal practice is an exception. Law firms have remained relatively untouched by recent revolutions in technology and business. “Disruption” of the way legal services are rendered has been minimal. How long can that last? In this session, you will learn about the existential threats to firms operating under the traditional law firm model, including:* The threat of non-lawyer investment in law firms
* Technology replacing the role of traditional trademark attorneys
* Regulatory changes
* Globalization

**Moderator:**Bill Ferrell, Trust Tree Legal, P.C. (USA)**Speakers:**Charles Hill, TrademarkNow (Ireland)Ceri Wells, James & Wells (New Zealand) |
| **12:00 pm–1:15 pm** |
| **CSU22 Making It Personal: Best Practices for Using Customer Data to Build Brand Value***Intermediate Level*Brands today have the ability to leverage data about their consumers in ways never possible before. This panel of experienced practitioners and business leaders will explore the innovative ways data is used to build brand value, while remaining mindful of region-specific regulations and cultural reactions. The panel will cover best practices for responsible brand owners to aggregate and leverage data to build brand value. We will discuss the various ways data can be used to support a brand and its advertising, including via various social media platforms, while being mindful of local privacy laws and regulations—what works in one country might not work elsewhere. Finally, we will discuss how to avoid the “creepy” factor, by avoiding using customer data in ways that may unnerve your target audience or result in bad publicity. * Best practices for responsible brand owners to aggregate and leverage customer data to build brand value
* Discussion of various ways customer data can be used to support a brand and brand advertising, including via various social media platforms
* The “creepy” factor: avoiding use of customer data in ways that may unnerve or alienate your target audience, or which could result in bad publicity
* Maximizing the use of customer information while adhering to local privacy laws and regulations
* International considerations: what works in one country might not work elsewhere
* Examples of successful and unsuccessful customer data executions

**Moderator:**Alexis Crawford Douglas, K&L Gates LLP (USA)**Speakers:**Barry M. Benjamin, Kilpatrick Townsend & Stockton LLP (USA)Jonathan Hargreaves, Edelman (Singapore)Flip Petillion, Petillion (Belgium) |
| **12:00 pm–1:15 pm** |
| **CSU23 Protection of Movie Titles in Hollywood and Bollywood**Movie titles are critically important assets that—according to studios, investors in movie projects, and others—deserve intellectual property protection. However, depending upon the jurisdiction, the two most likely protection regimes, trademark and copyright, may or may not apply. Substantial resources are expended on selecting, reserving, promoting, and protecting just the right title for a movie. Some of these resources are spent on litigation; there are many cases around the world in which trademark rights or copyrights have been claimed in a movie title.Speakers from Hollywood, Bollywood, and European studios along with a law professor will discuss the cases and factors laid down by various courts around the world and how a title can be made more distinctive or protectable to earn an enforceable IP right. While leading studios routinely register movie titles as trademarks, the panelists will also discuss other strategies for obtaining and strengthening trademark or copyright protection and identify any suggested reforms. **Moderator:**Mahua Roy Chowdhury, ROYZZ & Co. (India)**Speakers:**Megan Carpenter, University of New Hampshire Franklin Pierce School of Law (USA)Jeremy Kaufman, Netflix, Inc. (USA) |
| **12:00 pm–2:00 pm** |
| **Luncheon Table Topics**Table Topics are a great networking opportunity to discuss topics of interest over lunch or breakfast with a small group of like-minded professionals. Come prepared to join in on the conversation and share your thoughts!Registration costs US $65, and tickets are sold on a first-come, first-served basis. Tickets for admission to this event will not be sold onsite.  |
| **12:30 pm–1:45 pm** |
| **SM01 EUIPO Users’ Meeting** |
| **2:00 pm–4:00 pm** |
| **SS03 Madrid System Users’ Meeting (MSUM) Organized by World Intellectual Property Organization (WIPO)**Are you interested in a convenient and cost-effective way to manage your trademarks worldwide? Don’t miss the opportunity to hear WIPO officials and experienced users explaining how to modify, renew, or expand your global trademark portfolio through one centralized system. You will also be able to engage with representatives from selected IP Offices of the Madrid System. An interactive question and answer session will conclude the meeting.  |
| **1:30 pm–2:45 pm** |
| **CSU30 Developing a Successful Brand Protection Strategy: Take Advantage of the Easier Business Environment in China’s Silicon Valley***Programming will be presented in Mandarin Intermediate Level*China's business environment has significantly improved in recent decades, and now it has a healthy climate with a strong interest from investors and foreign enterprise. This session will introduce China’s Silicon Valley—Zhongguancun Science Park Park—and explain its policy, under which a successful brand protection strategy could benefit business outcome more than ever. This panel of experts will share the best practices for brand protection in this innovation hub. A comprehensive data analysis of infringement and trademark dispute will also be presented to help better understand the status quo of in trademark litigation in China and anticipate the trend. Speakers will share their opinions and experience on the following:* The status quo of brand protection and issues to be addressed when carrying out international IP business in Zhongguancun Science Park
* A view from a judge—courts play a leading role in optimizing the existing business environment
* Use and protection of trademarks in China—be effective and efficient
* Embrace the new trend—an overview of China’s trademark protection and where it is going

**Moderator:**Ze Wang, Beijing Justra Intellectual Property Center (China)**Speakers:**Speakers to be announced soon |
| **1:30 pm–2:45 pm** |
| **CSU31 Virtual Products: A Comparative Approach to Protect Intangible Electronic Items Through Designs**The increasing presence of electronic devices in the daily life of consumers and the increase of software applications demand a comprehensive exploration of the field. The session will focus on how the existing mechanisms of Design law in the European Union, United States, Japan, and China are combined to increase the protection of “virtual products” namely, cross-media platforms, icons, or cartoon characters, all being considered “virtual elements.” In particular, securing protection in those four important jurisdictions allows comprehensive enforcement strategies, especially due to the volatile nature of webpages accessible worldwide. Speakers will discuss the following and more on this evolving topic:* Preliminary identification of the “virtual products” (Graphical User Interfaces (GUIs), webpages of electronic platforms, characters)
* Categorization in accordance with the Locarno classification or other means of classification
* Multiple designs protecting multiple webpages/icons
* Offices’ practices around the world; from identification to registration
* Case law and best practices, online disclosure, and infringements

**Moderator:**James Aquilina, Quarles & Brady LLP (USA) **Speakers:**Toyotaka Abe, TMI Associates (Japan)Tracy G. Durkin, Sterne Kessler Goldstein & Fox P.L.L.C. (USA)Fabio Giacopello, HFG (China)Vincenzo Melilli, Bugnion S.p.A. (Italy) |
| **1:30 pm–2:45 pm** |
| **CSU32 Keeping the Band Together: Best Tips to Retain Top Talent in a Competitive Marketplace**   This session will look at multi-cultural best practices to retain key team members once they are in place, including effective techniques, innovative incentives and best method of communications to try to ensure that your star players do not leave for another team.     **Moderator:**Ian Boyd, Sideman & Bancroft (USA)**Speaker:**Jason Brantley, John Deere (Singapore) |
| **1:30 pm–2:45 pm** |
| **CSU33 Professor vs. Practitioner Debate: How Far Can Artificial Intelligence Go in Trademark Law?**The Professor vs. Practitioner Debate is intended to bring passion and intellectual rigor (not to mention a fair bit of good humor) to the Annual Meeting. Each year, in a rumble between all-stars, a renowned professor battles a prominent practitioner regarding an important issue in trademark law. The debate resolution is designed to be provocative, and debaters are asked to take extreme opposing positions on it. Equivocation is discouraged! The debate will observe traditional rules and strict time limits, with an opportunity at the conclusion for audience voting and questions.This year’s debate topic concerns Artificial Intelligence (AI) and its growth in significance, use, and adaptation to multiple industries, including in trademark law. But how far can AI go in replacing human judgment in addressing clearance and enforcement issues? Join us for a thoughtful and friendly debate on the issue.  **Moderator:**Megan Carpenter, University of New Hampshire Franklin Pierce School of Law (USA)**Debaters:**Justin Hughes, Loyola Law School (USA)Practitioner to be announced soon |
| **3:00 pm–4:15 pm** |
| **CSU50 Design Law: Complementing Anticounterfeiting and Brand Protection Strategies***Intermediate Level*Design rights are increasingly important for brands looking to build a well-rounded and effective anti-counterfeiting / brand protection program. Sophisticated infringers are constantly evolving, and a common tactic to avoid takedown or seizure is to remove references to a brand’s trademarks but continue to sell counterfeit or identical-looking goods. This is particularly prevalent with online sales. Consumers can be just as confused by design-infringing “knockoffs” as they are by direct counterfeits. Design rights help to bridge the IP gap. Some specific questions/topics this panel will address include:* How are design rights currently used in anti-counterfeiting/brand protection strategies and enforcement?
* What are some best practice case studies where design rights have been instrumental in stopping counterfeiters?
* How can brands with a wide variety of product lines and limited budgets best build the most effective design rights portfolio?
* What are the pros and cons of using design rights in enforcement?
* How are design rights used in online enforcement? What platforms are allowing removals based on design rights?
* What is the current state of design protection globally? What are some top jurisdictions where design can be used to your advantage? What jurisdictions need improvement?
* Regional comparisons of the relevant laws (Europe, the United States, Australia, and Asia Pacific)

**Moderators:**Simon Clark, Bristows (United Kingdom) Erika Yawger, Apple Inc. (USA)**Speakers:**Speakers to be announced soon |
| **3:00 pm–4:15 pm** |
| **CSU51 Branding in the Age of Social Media and the Impact of Consumer Brand Empowerment***All Levels*The age of social media has completely shifted the brand-consumer dynamic. No longer mere subjects to a brand’s marketing message, consumers now hold the ability to virally share resonating content or flip a campaign on its head in an instant. Brand owners must learn how to tap into the power of consumers in the digital world to effectively communicate their message and establish cultural relevance.Panelists will provide insight on these concepts and address the following questions:* What is consumer empowerment in the context of social media?
* How does consumer empowerment work?
* How does consumer influence brand attitudes of other consumers?
* Has social media made brands more or less significant?
* What can brand owners do to increase cultural relevance in the age of crowd-culture?

**Moderator:**Kimberly B. Herman, Sullivan & Worcester LLP (USA)**Speakers:**Alexander Bayer, Pinsent Masons LLP (Germany)Lauren Dienes-Middlen, World Wrestling Entertainment, Inc. (USA)Jeffrey Michel, Scientific Games Corporation (USA)Jennifer Morales, The Nielsen Company (USA)Amber Sterling, Association of American Medical Colleges (USA) |
| **3:00 pm–4:15 pm** |
| **CSU52 The Anatomy of a Board Proceeding***All Levels*Administrative proceedings before the TTAB can be daunting and filled with traps for the uninitiated. Using a fictionalized scenario, this interactive panel will walk through an opposition proceeding from commencement to decision. The panelists will provide strategic advice and practical tips from the prospectives of a petitioner, respondent, and an interlocutory attorney. Panelists will offer insight on the following issues:* Pleadings: The Good, The Bad, and The Why Bother?
* Discovery Conference: Making the most of discovery conferences
* Discovery: Typical discovery issues and how they can be avoided or managed
* Motions Practice: Most common motions and how to use motion practice for leverage
* Expert witnesses: If and when it is worthwhile to use an expert witness
* Suspension and Extensions of Time: When parties should and shouldn’t consent
* Summary Judgment Motions: When they should be filed and how often they are granted
* Pretrial Disclosures: What should be included and how much detail should be provided
* Evidence: the basis on which evidence can be excluded from trial and how to use third-party registrations to your advantage

**Moderator:**Tywanda Lord, Kilpatrick Townsend & Stockton LLP (USA)**Speakers:**Winston Folmar, Interlocutory Attorney TTAB (USA) Cynthia Parks, GE Aviation (USA)Nikkya Williams, Facebook, Inc. (USA) |
| **3:00 pm–4:15 pm** |
| **ISU50 Industry Breakout: Trends and Regulatory Issues in the Food Industry***Intermediate Level*As brand owners are looking for new ways to be disruptive and unique on the in-store shelf to stand out from competitors, we see many businesses adopting product names that are not normally associated with the category of interest. Hear from experienced in-house counsel on how their businesses are navigating this behavior to maintain exclusivity. In addition to remaining exclusive, when new regulatory laws are introduced, it is all hands on deck as they can impact on more than just the science behind the product. Listen to experienced counsel on how the introduction of new regulatory laws have an impact on the broader protection of English terms in non-English speaking markets. * Human food products names for other categories, such as petcare
* Health claims “natural,” “organic,” etc.
* Expanding protection for non-core classifications
* New regulatory laws in China and Ukraine

**Moderator:**Wendy Collie, Mars, Incorporated (Australia)**Speakers:**Gerald Chew, Delfi Limited (Singapore)Ross Parsonage, Rouse (China)Natalia Stetsenko, PETOSEVIC Ukraine (Ukraine) |
| **4:30 pm–6:00 pm** |
| **Opening Ceremony and Keynote Address**Hear from Etienne Sanz de Acedo, INTA CEO and Ayala Deutsch (NBA Properties, Inc., USA), 2020 INTA President as they share their vision for the Association in 2020 and discuss INTA’s impact on the IP industry. The 2020 Annual Meeting co-chairs will also introduce you to this year’s program and welcome the Keynote speaker. |
| **6:00 pm–8:00 pm** |
| **Welcome Reception**Welcome to Singapore! Join us at this great networking opportunity at the Sands Expo and Convention Centre as we welcome all registrants to the 142nd Annual Meeting and celebrate the occasion of bringing the Annual Meeting to Asia for the second time.  |

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|  **Monday, April 27, 2020**

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| **7:30 am–5:00 pm** |
| **Registration and Hospitality**Visit Onsite Registration on Level 1 for assistance. |
| **8:00 am–10:00 am** |
| **Continental Breakfast**Continental breakfast will be served daily until 10:00 am in the Hospitality Area on Level 1, Hall C. |
| **8:00 am–10:00 am**  |
| **Breakfast Table Topics**Table Topics are a great networking opportunity to discuss topics of interest over lunch or breakfast with a small group of like-minded professionals. Come prepared to join in on the conversation and share your thoughts!Registration costs US $65, and tickets are sold on a first-come, first-served basis. Tickets for admission to this event will not be sold onsite.  |
| **8:00 am-10:00 am** |
| **Committee Meetings** |
| **9:00 am–12:00 pm**  |
| **SM01 Tour of INTERPOL: Exclusive for In-House Practitioners***(Limited to in-house practitioners only; advance registration required)*INTA invites in-house practitioners to have a tour of the Interpol Global Complex for Innovation in Singapore. The office opened in 2015 to focus on cybercrime and ensure that the agency is best-placed to assist police forces around the world address emerging threats. The tour will end with a presentation from Interpol’s Illicit Goods and Global Health Programme team on their global anticounterfeiting activities. This tour and presentation will allow members to learn about Interpol’s work and connect with the Interpol team in order to better protect their brands with officials worldwide. Space is limited and offered on a first-come, first-served basis. Advance registration is required. Transportation from the convention center will be provided.  |
| **10:00 am–4:00 pm** |
| **Exhibition Hall**Visit the 100+ exhibitors displaying their products and services. Exhibitors include trademark solution providers, law firms, media companies, IP offices, trade associations, and government offices. |
| **10:00 am–5:00 pm** |
| **IP Office Workshop: Working Toward the 21st Century IP Office***New day and time!(Exclusive to IP Office Representatives)*Join IP office officials for a refreshed and redesigned workshop developed by IP office representatives exclusively for IP offices around the world. The workshop is coordinated by the IP Office of Singapore (IPOS), IP Australia, and the IP Office of New Zealand (IPONZ). The workshop will feature several closed-door sessions for IP office registrants. This event is an excellent opportunity for registrants from your office to benchmark with other offices, network, and learn. A detailed schedule will be posted soon.   |
| **10:15 am–11:30 am**   |
| **CM01 Informing and Influencing: Trademark Issues Arising in Global Advertising**Intermediate LevelAdvertisements create awareness of brands, introduce new products and educate consumers about the benefits of goods and services. The best advertisements have high impact, are provocative and memorable, but how do they align with trademark principles?This diverse panel of consumer facing goods will share practical tips dealing with the overlap of advertising and trademarks, specifically covering:* Comparative advertising and the use of trademarks—when does it go beyond nominative use?
* Product placement in television/film. Is all publicity good publicity? To whom is the real benefit?
* Social media and global rights. Do we play fast and loose with trademark rules on social media?
* Keyword advertising and the use of third-party trademarks

**Moderator:**Dinisa Hardley Folmar, The Hershey Company (USA)**Speakers:**Jason Gordon, Reed Smith LLP (USA)Angela Lynnette Wilson, Hallmark Cards, Incorporated (USA) |
| **10:15 am–11:30 am**   |
| **CM02 Design Pragmatics: How to Protect and Enforce Your Product Designs—Design Protection Protocols in the U.S. and the EU***Intermediate Level*1. Comparison of different regiments to protect product designs2. Design patents, copyright, trade dress and trademark, GUIs3. Registered versus unregistered rights and benefits of each4. Length of protections and nature of where rights can overlap5. Divergent standards to prove infringement6. Recent decisions finding design infringement under various forms of protection7. Costs of protection/costs of enforcement/possibility of monetary recovery under relevant statutes and in reality based on reported cases8. Other remedies**Moderator:**Joseph J. Conklin, Coty Inc. (USA)**Speakers:**Robert Katz, Banner Witcoff (USA) Courtney Laginess, Mars (USA) Benny Lee, The Coca Cola Company (USA)Lisa Ritchie, Philip Morris International (Switzerland)David Stone, Allen & Overy LLP (United Kingdom)  |
| **10:15 am–11:30 am**   |
| **CM03 Developing and Implementing a Branding Strategy within a Technology Driven Organization***All Levels*A discussion with a diverse group of in-house trademark counsel representing a diverse group of technology companies on the branding and trademark needs of their organizations. Discussion will cover: * What is a “technology company” today?
* How are technology companies thinking about branding success?
* How does the trademark system enable, and get in the way of, that success?
* What do technology companies need from its trademark practice/counsel?

**Moderator:**J. Scott Evans, Adobe (USA)**Speakers:** Caldwell Camero, Fluke Corporation (USA)More speaker to be announced soon |
| **10:15 am–11:30 am** |
| **RM01 Regional Update: Asia-Pacific Life Hacks and New Lessons***Intermediate Level*Registrants will hear about lessons learned and walk away with tips to assist them in understanding the nuances in the geographical coverage of the speakers. Speakers will share essential tips and tricks and pitfalls to avoid to ensure you adopt the best trademark protection strategies for your clients. Speakers from China, Hong Kong SAR, China, Japan, South Korea and the Philippines will provide a framework for the entire trademark life cycle—from searching to enforcement.  **Moderator:**Deanna Wong, DeLab Consulting Limited (Hong Kong SAR, China)**Speakers:**Eiichiro Kubota, KUBOTA (Japan)Jeong Won Lee, FirstLaw P.C. (South Korea)Regina Reyes-Rara, MarksPro Philippines Intellectual Property Firm (Philippines) |
| **11:45 am–1:00 pm**   |
| **CM20 Your Foreign Associate Network: Are You Safe?***Intermediate Level*Every IP firm has its own network of trusted associates covering almost every region on the globe. Were you aware that your international referral network can bring with it hidden risks and liabilities?Our expert panel includes experienced lawyers who act as risk managers, heads of IP practices, and in-house counsel and they will share their insight on how to reduce risk and keep your network safe. Speakers will offer insight on the following questions and more:* What if the facts you get through your intermediary are incomplete, incorrect or worse still, false? Are you exposed?
* What is the nature of your relationship with your associate? What if you don’t have a written contract?
* How do you assess and evaluate a conflict of interest?
* What is your exposure under anti-corruption laws if your associate engages in unethical activity? How do you control it?
* Are you affected by Government sanctions?
* Should you get your client’s approval before choosing an associate?

**Moderator:**David Aylen, Gowling WLG (Russia)**Speakers:**Antonella Carminatti, BMA – Barbosa Müssnich Aragão (Brazil)David Kramer, Gemini Risk Partners (USA)Michael Edward McCabe, McCabe Law LLC (USA) |
| **11:45 am–1:00 pm** |
| **CM21 Bringing Your Business Online in China***Intermediate Level*China is the world’s largest online retail market with online retail sales totaling close to US$ 1.33 trillion in 2018, which would account for 53% of all online global retail sales for that year. As online sales continue to grow at a rate of over 20% per year in China, in order for continued relevance and growth in the world’s second largest economy, creating and developing an online presence in China is essential for foreign brands.However, the Chinese e-commerce ecosystem and online environment is unique in many ways, and what might be a successful e-commerce strategy for Europe or North America will not necessarily (or will likely) not succeed in China. Ultimately, success in China’s online marketplace will hinge on a foreign company’s ability to develop and adopt a unique Chinese e-commerce branding strategy. This panel will address important questions and issues to consider when bringing your business online in China, such as: * The opportunities and challenges to be aware of when considering an online presence in China
* Whether to set up an online store as opposed to selling via a third-party retailer
* The impact of an online presence on a business’s trademark filing strategy and protection efforts
* Daigou channels and how they may positively or negatively affect brand reputation and business development
* The use of free trade zones in online sales
* How to effectively manage brand rights when working with online platforms, third-party sellers, and Daigou channels
* Legal issues associated with the convergence of effective branding strategies on China’s various social media platforms (e.g. WeChat (Weixin), Weibo, Tik Tok (Douyin), the use of key influencers)

**Moderator and Speaker:**George Chan, Simmons & Simmons (Beijing) Intellectual Property Agency Company Limited (China) **Speakers:**Andrew Atkinson, China Skinny (China)Tim Brown, Health More (Australia)Donna Short, Addisons (Australia) |
| **11:45 pm–1:00 pm** |
| **CM22 Business Development and Growing Your Practice: How Associates and Partners Should Market for Success in a Crowded Marketplace***Intermediate to Advanced Level*Many IP attorneys have found that bringing in more work has become more difficult over the past decade or more. Competition has grown and clients expect increasingly specialized services, which means marketing and business development best practices have evolved.With a panel representing both the marketers and buyers, of IP legal services this session will help attendees understand the modern approach to business development. It will review which activities are proven to work best, how building trust is key in the business development process for lawyers. You will also hear firsthand from in-house counsel, and big-firm private practice as to what they want to hear when they are being pitched, as well as the key elements guiding their purchase decisions.This intermediate level session is aimed at all private practice practitioners, from single attorney practices to big-firm leaders.**Moderator:** Phil Cox, DarbyCox (USA)**Speakers:**Imogen Fowler, Hogan Lovells (Alicante) SL y Cia (Spain)Rudy Gaines, Womble Bond Dickinson LLP (USA) Myrtha Hurtado Rivas, Novartis International AG (Switzerland)  |
| **11:45 am–1:00 pm** |
| **RM20 Latin America Regional Update: Developing by Leaps and Bounds***Intermediate Level*Change is the only constant as 2019 has clearly shown for Latin America. The entry into force of the Madrid Protocol in Brazil, the significant legislative changes in Argentina and Mexico, and recent decisions from the Andean Court of Justice show a common effort for modernization and harmonization of laws and practice in the region. Speakers from the countries concerned will explain the main changes and will address the opportunities and challenges for brand owners in the new framework.**Moderator:**Urko Ochoa, Minino (Dominican Republic)**Speakers:**Victor Manuel Adames, Becerril, Coca & Becerril, S.C. (Mexico)Rodrigo Bermeo-Andrade, Bermeo & Bermeo (Ecuador) Samantha Bancroft Vianna Braga, Ouro Preto Advogados (Brazil)María Luisa Santa-Maria, Berton Moreno + Ojam (Argentina) |
| **1:15 pm–3:15 pm** |
| **Luncheon Table Topics**Table Topics are a great networking opportunity to discuss topics of interest over lunch or breakfast with a small group of like-minded professionals. Come prepared to join in on the conversation and share your thoughts!Registration costs US $65, and tickets are sold on a first-come, first-served basis. Tickets for admission to this event will not be sold onsite. |
| **1:15 pm–3:15 pm** |
| **Luncheon Committee Meetings** |
| **1:15 pm–3:15 pm** |
| **Lunch and Learn** |
| **1:15 pm–3:15 pm** |
| **Past Presidents and Past Counsel Luncheon***(By invitation only)* |
| **1:15 pm–3:15 pm** |
| **Professor Luncheon***(Exclusive to full-time professors)*Join us to continue the tradition of Academic Luncheon speakers providing their insights on the in-house point of view and the impact of law and legal developments on brand owners and their in-house counsel.Speaker to be announced soon |
| **1:15 pm–2:30 pm** |
| **ADJ Adjunct Professor Panel: What is the Place of Trademarks in the Curricula of Universities and Technical Institutes?**How are trademarks being taught in the university environment outside of law schools? Accurate trademark information is vital to many fields of study including marketing, entrepreneurship, communications, and all aspects of business and MBA programs. This panel will examine trademark instruction outside law programs. **Moderator:**Daniel Gross, Myers Wolin, LLC (USA)**Speakers:** Rhett Barney, Lee & Hayes, PC (USA)Susanna H S Leong, National University of Singapore (Singapore) |
| **3:30 pm–4:45 pm** |
| **CM50 Indigenous Rights: International Developments and What Lies Ahead***Intermediate Level*This session will explore the different frameworks, regimes, and programs that indigenous people are establishing, developing, and pursuing to achieve recognition and protection of indigenous knowledge. In some cases, these regimes fall outside the traditional intellectual property system and the traditional trademark registration system. Speakers will explore the potential impact on the traditional systems and how the regimes can work together including:* Examine in more detail some of the international developments in the recognition and protection of indigenous knowledge around the world, including New Zealand, Australia, Chile, Canada, India, and at WIPO
* Explore the different models being adopted and implemented by indigenous peoples to recognize and protect their indigenous knowledge
* What trademark owners and advisors need to know to avoid infringing upon indigenous peoples’ rights in indigenous knowledge

**Moderator:**Lynell Tuffery Huria, AJ Park (New Zealand)**Speakers:**Terri Janke, Terri Janke and Company Pty Ltd (Australia) Aroha Mead, Independent Māori Researcher (New Zeland)Wend Wendland, World Intellectual Property Organization (WIPO) (Switzerland) |
| **3:30 pm–4:45 pm** |
| **CM51 Humans as a Resource: Building an Effective Team and Growing Talent***Intermediate to Advanced Level*Leadership and talent management are crucial to building and sustaining effective teams.  This panel will discuss:* The secret sauce of talent alignment
* Key ingredients to creating an environment that cultivates collaboration and innovation, and maximizes team effectiveness
* Talent development—mentoring vs. sponsoring
* Keys to identifying and retaining talent

**Moderator:**Mei-lan Stark, NBCUniversal Media, LLC (USA)**Speakers:**  Peter Dernbach, Winkler Partners (Taiwan)Marion Heathcote, Davies Collison Cave (Australia)Brendan J. O’Rourke, Proskauer Rose LLP (USA) |
| **3:30 pm–4:45 pm** |
| **IM50 Industry Breakout: Trophy Hunting—Killing Tony the Tiger and Other Branded Characters***Intermediate Level*Brand restrictions, ranging from banning the use of brand elements on snack products to full branding bans on tobacco plain packaging, pose a serious threat to the entire IP ecosystem. It affects brand owners’ ability to differentiate their products from their competitors and limits consumers’ ability to find their favorite products and identify genuine products. Hear from a panel of experts about: * The latest on brand restrictions around the world across various industries.
* The flawed justification of brand restrictions
* The impact on brand owners and brand enforcement

**Moderator:**Ronald van Tuijl, JT International S.A (Switzerland)**Speakers:**Sergio Barragan, PepsiCo, Inc. (Mexico)Seth Hays, INTA (Singapore)Wallis Pons, AngelesPons (Dominican Republic)Marlou Van de Braak, Heineken International B.V. (Netherlands) |
| **3:30 pm–4:45 pm** |
| **RM50 Regional Update: Africa—Global Village or Cultural Village?***Intermediate Level*This session will provide an overview of major trademark and copyright related developments in Africa with a particular focus on events affecting the technology, media and telecommunications sectors.Panelists will explore which African countries are connecting to the global village or retaining some characteristics of a cultural village by addressing the following themes: * Unique features of certain local IP systems and tech “hot spots” in Africa
* The enforceability of International trademark registrations designating African countries
* Copyright reforms in major markets including South Africa, Nigeria and Kenya and ARIPO

**Moderator:**Christine Strutt, Von Seidels (South Africa)**Speakers:**Busola Bakinson, Jackson, Etti & Edu (Nigeria)Gunther Roland, Roland IP (Namibia)  |
| **3:30 pm–4:45 pm** |
| **CM52 Trademark Law in China***Programming will be presented in Mandarin Intermediate Level*Speakers will share their expertise and insight on the following topics:* New progress of trademark law practice in China
* Raising the upper limit of legal compensation
* Defeating bad-faith registration
* Thoughts and key points on the revision of the trademark law

**Moderator:**Wu Dongping, China Trademark Association (China)**Speakers:**Speakers to be announced soon |
| **3:30 pm–4:45 pm** |
| **In-House Practitioners Idea Exchanges***(Exclusive to in-house practitioners; advanced registration required)*In-house practitioners have the ability to participate in moderated discussions with their corporate colleagues. Onsite registration will not be available.  |
| **5:00 pm–7:00 pm** |
| **In-House Practitioners Reception***(Exclusive to in-house practitioners)*Join fellow in-house practitioners and corporate trademark professionals for cocktails and light refreshments during this exclusive networking opportunity.  |
| **5:00 pm–6:00 pm** |
| **Africa Reception**This reception provides registrants from Africa with an invaluable opportunity to network with colleagues and share experiences concerning the benefits and challenges of doing business in the region. This reception provides an opportunity to meet with INTA’s CEO and other INTA staff. |
| **5:00 pm–6:00 pm** |
| **Asia-Pacific Reception**This reception provides registrants from mainland China with an invaluable opportunity to network with colleagues and share experiences concerning the benefits and challenges of doing business in the region. This reception provides an opportunity to meet with INTA’s CEO and other INTA staff from the China Office and NY Headquarters. |
| **5:00 pm–6:00 pm** |
| **Latin America Reception**This reception provides registrants from Latin America with an invaluable opportunity to network with colleagues and share experiences concerning the benefits and challenges of doing business in the region. This reception provides an opportunity to meet with INTA’s CEO and other INTA staff.                   |
| **5:30 pm–6:30 pm** |
| **Government Officials Reception***(By invitation only)*Join INTA’s leadership and government officials from around the world for a reception thanking these officials for their dedication and support of the trademark community. This reception provides an opportunity for officials to share information and best practices with their colleagues in the trademark community.                    |
| **9:00 pm–12:00 am** |
| **President’s Dessert Reception***(By invitation only)*                    |

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|  **Tuesday, April 28, 2020**

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| **7:30 am–5:00 pm**  |
| **Registration and Hospitality**Visit Onsite Registration on Level 1 for assistance. |
| **8:00 am–10:00 am** |
| **Continental Breakfast**Continental breakfast will be served daily until 10:00 am in the Hospitality Area on Level 1, Hall C.  |
| **8:00 am–10:10 am** |
| **Breakfast Table Topics**Table Topics are a great networking opportunity to discuss topics of interest over lunch or breakfast with a small group of like-minded professionals. Come prepared to join in on the conversation and share your thoughts!Registration costs US $65, and tickets are sold on a first-come, first-served basis. Tickets for admission to this event will not be sold onsite.   |
| **8:00 am–10:00 am** |
| **Committee Meetings** |
| **10:00 am–4:00 pm** |
| **Exhibition Hall**Visit the 100+ exhibitors displaying their products and services. Exhibitors include trademark solution providers, law firms, media companies, IP offices, trade associations and government offices. |
| **10:15 am–11:30 am** |
| **Trademark Scholarship Symposium**  The Symposium offers academics and practitioners from around the world the chance to participate in small group discussions of scholarly works in progress in the field. Exact topics to be presented to be confirmed soon.  |
| **10:15 am–11:30 am** |
| **CT01 Annual Review of Leading Case Law in the European Union***Intermediate Level*Intended for a global audience, speakers from Europe will provide a wide-ranging and concise analysis of recent key decisions that have shaped European trademark law.  **Speaker:**Tom Daniel Scourfield, CMS (United Kingdom) |
| **10:15 am–11:30 am** |
| **CT02 Scams, Frauds, and Other Misdeeds on the Internet***Intermediate Level*Panelists from the technical side, the investigative side, outside counsel, and in-house counsel will attempt to increase awareness of the many misdeeds one can find on the internet and discuss the following:* What are the current online scams and misdeeds?
* What are the tools and tricks to resolve these scams and misdeeds?
* How has the law evolved since Rosetta Stone?
* How can a company address customer complaints and PR issues?

**Moderator:**Signe Naeve, Starbucks Coffee Company (USA)**Speakers:**Frederick Felman, AppDetex (USA)Russell Pangborn, Seed Intellectual Property Law Group LLP (USA) |
| **10:15 am–11:30 am** |
| **CT03 Getting a Seat at the C-Suite Table***Advanced Level*Seasoned attorneys at the intersection of law, policy, and business will offer practical advice that you can use to advance your career and secure your seat at the table. Speakers will discuss the following:* Understanding and driving the evolution of business strategy and staying relevant—businesses that have had to evolve to stay relevant legal needs to help drive companies’ roles that require shift to stay relevant
	+ Strategic Agility
	+ Political Savvy
	+ Approachable
* The big role that legal plays in connecting the dots among divisions and understanding the industry shift while not relying on “this is the way we always have done it”
* The intersection of technology, privacy, security and data that has brought legal to the table with the operating business units
* International business perspective—best practices on translation, culture, and other impacts
* Understanding strategic growth and the CFO’s perspective
* Working with and managing outside counsel—their role and C-suites’ view of their role in the above strategies

**Moderator:**Melissa Rotunno, Blue Cross and Blue Shield Association (USA)**Speakers:**Christopher Chan, Lazada and RedMart (Singapore)Jennifer Hamilton, Diageo North America, Inc. (USA)Raymond Millien, Volvo Trademark Holding AB (Sweden)Kenneth L. Ng, Chang Tsi & Partners (USA) |
| **10:15 am–11:30 am** |
| **CT04 Digital Transformation and the Future of IP Protection***All Levels*Join INTA's CEO, Etienne Sanz de Acedo, as he moderates a discussion with officials from IPOS, the United States Copyright Office, the USPTO and WIPO about:* The challenges the digital transformation processes will have for the future of Intellectual Property Rights
* How the IP Offices address these challenges by transforming work processes and redefining services
* Service tools for the users

**Moderator:**Etienne Sanz de Acedo, INTA (USA)**Speakers:**To be announced |
| **11:45 am–1:00 pm** |
| **Trademark Scholarship Symposium**The Symposium offers academics and practitioners from around the world the chance to participate in small group discussions of scholarly works in progress in the field. Exact topics to be presented to be confirmed soon.  |
| **11:45 am–1:00 pm** |
| **CT20 Communicating the Value of IP***Intermediate or Advanced Level*As in-house counsel are under pressure to protect trademarks with limited budget, and outside counsel are forced to offer competitive rates and the best services, demonstrating the added value of filing and enforcing trademarks and other IP becomes ever more important. But how does one determine, communicate and explain such value? What innovative ideas are out there to help our businesses and clients understand and appreciate the importance of trademark protection?Learn how in-house counsel can prove their worth, and how outside counsel can assist in:* Creating and using the right tools to work with Marketing and other functions
* Valuating brands and brand damage
* Finding alternative ways of presenting IP value to the rest of the business

**Moderator:** Pieter van den Bulck, Anheuser-Busch InBev S.A. (Belgium)**Speakers:**Toni Y. Hickey, Cummins Inc. (United States)Julius Stobbs, Stobbs IP (United Kingdom) |
| **11:45 pm–1:00 pm**  |
| **CT21 Preventing Number Nightmares: Practical Business Issues for Trademark Practitioners—An Overview of Financial Issues and Concepts Facing Brand Owners***Intermediate to Advanced Level*This session will focus on financial and accounting related topics that arise during business transactions, litigation, and in-house practice involving trademarks. Experienced practitioners will cover a broad range of topics through the use of case studies and illustrative fact sets to address questions such as:* What are the types of financial information and documents that are often utilized in determining monetary relief in connection with litigation involving trademark disputes (e.g., lost profits, defendant’s profits)? Are there regional or jurisdictional differences to consider?
* How are trademark values determined in purchase price allocations for tax or financial reporting purposes, and how do you reconcile those values relative to other assets and total company value?
* What are best practices for negotiating licensing or other deal terms?
* Why do lawyers need to know what operating cash flow (OCF)  is, or whether a domain name is an asset or expense?
* How do you talk the talk with finance to build the right team and intellectual property program for your company? How do you use numbers to tell your best story?
* How can you best manage the development, protection, and enforcement of brands given budget pressures and other challenges facing corporations and in-house practitioners?

**Moderator:**Brian M. Daniel, Charles River Associates (USA)**Speakers:**Lanning G. Bryer, Ladas & Parry LLP (USA)Monique Cheng Joe, NBCUniversal Media, LLC (USA)Mark Owen, Taylor Wessing (United Kingdom) |
| **11:45 am–1:00 pm** |
| **CT22 Fake Stores: The Growing Trend in Counterfeiting and How to Combat It***Advanced Level*This session will explore the unique trend of fake stores—an issue that goes beyond just counterfeited and infringed products to trying to mimic the consumer experience a brand represents. Fake stores are unique in that counterfeiters replicate an entire brand—from employee apparel to store layout and trade dress. Fake stores impact brands in a wide variety of industries from consumer electronics to fashion/athletic wear to restaurants and hotels. The fake store problem extends beyond brick-and-mortar to online and can be exacerbated by the rise of social media and online maps and review services.This panel will provide an overview of the fake store issues across multiple jurisdictions and explore:* What different types of fake stores are out there and where are they most prevalent or harmful?
* What are the best ways to enforce when it comes to fake stores?
* What are the best ways to get law enforcement and government attention?
* How does this change across different jurisdictions?
* What kind of enforcement regimes exist in China? In other jurisdictions?
* How can we ensure that consumers are aware of the issue?
* How do fake stores impact brand equity and valuation? How do we raise the profile of this issue internally?
* What are some creative ways to combat the issue?

**Moderator:**Erika Yawger, Apple Inc. (USA)**Speakers:**Juliette Dean, Sotheby's Hong Kong Limited (Hong Kong SAR, China)Cecilia Emanuelson, Inter IKEA Systems BV (Netherlands)Anna Gibson, Treasury Wine Estates Limited (Australia)Lisa Willis, Chapter 4 Corp. (USA) |
| **11:45 am–1:00 pm** |
| **CT21 A Year of the EU General Data Protection Regulation (GDPR) and Access to WHOIS Data: Impact and Outlook for Brand Enforcement**When the EU General Data Privacy Regulation (GDPR) came into force on May 25, 2018, ICANN implemented a temporary policy which resulted in a majority of global registrant data being hidden from public view in the WHOIS directory. This temporaryBradley Silver, WarnerMedia (United States) **Speakers:**Alex Deacon, Cole Valley Consulting (United States)Statton Hammock, Markmonitor (United States)Margaret Lia Milam, Facebook, Inc. (United States)David Taylor, Hogan Lovells (Paris) LLP (France) |
|  **11:45 am–1:00 pm** |
| **CT22 Surveys in the Brave New World: Designing and Using Survey Evidence in the Age of Online Shopping, Influencers, and HashtagsIntermediate Level**Surveys have long been used in trademark and IP litigation as evidence of consumer perceptions, but the world in which consumers experience and are exposed to brands and marks has changed. This session will take a deeper dive into:* How can surveys be designed to more accurately reflect how consumers shop (including how to test marks that appear in social media, apps, and on Amazon)?
* What should we do about testing perceptions of other types of brand exposure (social media, influencer, or third-party use of brand)? And what are some ways we see social media being used to demonstrate confusion or as evidence in false advertising claims?
* How can we use surveys in new ways to establish or quantify harm before litigation ensues? What benchmarks can be used over time to potentially show dilution or increased strength in a mark? What about survey pilots?
* Finally, how do we find survey takers? What are the advantages and pitfalls of surveying respondents on their mobile phones?

**Moderator:**Sarah Butler, NERA Economic Consulting (United States)**Speakers:** Laura L. Chapman, Sheppard Mullins (United States) Sheryl Koval Garko, Orrick, Herrington & Sutcliffe, LLP (United States)Hal Poret, Hal Poret LLC (United States)Daniel H. Shulman, Reynolds Group Holdings (United States) |
| **11:45 am–1:00 pm** |
| **IT20 Industry Breakout: Brands in Esports: Perspectives from Around the Table***Beginner Level*Speakers from different segments of the esports and gaming ecosystem will come together to talk about what brands mean to them. **Moderator:**Elaine Tan, Razer (Singapore)**Speakers:**Speakers to be announced soon  |
| **1:15 pm–3:15 pm**  |
| **Luncheon Table Topics** Table Topics are a great networking opportunity to discuss topics of interest over lunch or breakfast with a small group of like-minded professionals. Come prepared to join in on the conversation and share your thoughts!Registration costs US $65, and tickets are sold on a first-come, first-served basis. **Tickets for admission to this event will not be sold onsite.** |
| **1:15 pm–3:15 pm**  |
| **TM5 Joint Workshop: Protection of a Store Design as a Trademark**In recent years, the number of enterprises that have incorporated distinctive appearances and/or interior-design features into their stores to create their individual brand identities, as a means of providing their services or selling their products, has increased.   Be sure to attend this TM5\* workshop, where TM5, the five largest IP offices in the world, will discuss initiatives for protecting store designs as a trademark.  Each TM5 office will present, with names of speakers to be announced soon.\*TM5 is a forum through which the National Intellectual Property Administration, PRC (CNIPA), European Union Intellectual Property Office (EUIPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), and the United States Patent and Trademark Office (USPTO) exchange information and undertake cooperative activities with the aim to support global business activities through trademark protection. |
| **1:15 pm–3:15 pm**  |
| **Lunch and Learn: LegalTech and Legal Innovation Shaping the Asia-Pacific IP Ecosystem**https://www.inta.org/2020Annual/PublishingImages/EricJYChin_200.jpgThe Asia-Pacific legal market is a $111.1 billion market that is served by 2.06 million lawyers. In an increasingly competitive market, legal technology (LegalTech) and legal innovation has shaped the practice of law and intellectual property (IP) practitioners. A mushrooming LegalTech segment combined with emergence of alternative legal service providers begs the question: are we seeing a Cambrian explosion in the legal market? In addition, the session will focus on the Asia-Pacific region and will explore the following:* Competitive hotspots
* Client trends
* State of the LegalTech market in the region
* LegalTech shaping the trademark practice

Eric Chin, Alpha Creates (Australia) is a strategy consultant that specialises in the legal industry, with 10 years of experience working with legal executives across the Asia-Pacific region. Eric is a Principal at Alpha Creates and is engaged in building grassroots LegalTech and legal innovation movement through his work with Legal Hackers Melbourne and ASEAN LegalTech Association. Eric’s work in the region has culminated in his induction as one of 30 people to watch in the business of law in Asia in 2015 by Asia Law Portal.Registration costs US $65 and includes lunch. Tickets are sold on a first-come, first-served basis. **Space is limited, and tickets for admission to this event will only be sold onsite if there is availability.** |
| **1:15 pm–3:15 pm** |
| **Lunch Committee Meetings** |
| **2:15 pm–3:30 pm**  |
| **Trademark Scholarship Symposium**The Symposium offers academics and practitioners from around the world the chance to participate in small group discussions of scholarly works in progress in the field. Exact topics to be presented to be confirmed soon.  |
| **3:30 pm–4:45 pm** |
| **CT50 Influencer Marketing: Dead or More Alive Than Ever?**In a global market, the temptation to use celebrities, either in the traditional sense or those who have become famous as a result of the growth of digital communications, has led to the need for the appropriate legal review in order to avoid running afoul of regulations which may differ from region to region. The session will provide the audience with do’s and don’ts in the ecosystem of social networks, marketing, and advertising when a third party is retained to promote a brand. * Cases of impact will be discussed, covering the lessons learned from a global perspective, understanding that global brands need to have a 360° approach when communicating to its audience
* From Mega-Influencers to Nano-Influencers. As we see in the world of sports and entertainment, individuals are becoming a force. Are we living in a time when the value of celebrities equals the relevance of brands? Is technology available providing the right outcome?
* Relationship between brands and consumers is no longer a monologue. Choosing celebrities as “ambassadors” comes with benefits and risks, which must be discussed

**Moderator:**Ricardo Alberto Antequera H., Antequera Parilli & Rodríguez (Venezuela)**Speakers:** Margret Knitter, SKW Schwarz Rechtsanwaelte (Germany) Michael Liu, Hylands Law Firm (China)Brian G. Murphy, Frankfurt Kurnit Klein & Selz, P.C. (USA)   |
| **3:30 pm–4:45 pm** |
| **CT51 Patents as a Complimentary IP Asset**Patent experts will discuss these important topics for any brand owner:* Awareness of the economic power of utility patents as a support for a brand strategies
* What can be patented and what cannot?
* Where is the borderline to design patents?
* What are the most important grounds for patentability (industrial applicability, novelty, inventive step / nonobviousness)?
* Ways and strategies of getting patents— national (USA), regional (Europe) and international (WIPO/PCT), as well as tips and tricks

**Moderator:**Paul Rosenich AG, Patentbuero (Liechtenstein)**Speakers:**Felix Hermann, Boehmert & Boehmert (Germany)Patsy Koh, Infinitus Law Corporation (Singapore)Toby Mak, Tee & Howe IP Attorneys (China)Alkisti-Irene Malamis, Malamis & Associates (Greece)Arzu Oguz, Ankara University, Law Faculty (Turkey)Pete Pollard, Fireball Patents (Netherlands) |
| **3:30 pm–4:45 pm** |
| **CT52 Say What? From Baby Boomers to Millennials, Best Practices for Legal and Corporate Communications***Intermediate Level*Differences in communicating with clients from both in-house  and outside counsel perspectives* Issues raised by communicating in different media (live, video, email, text, chat, letter, PowerPoint, etc.) and suggested best practices
* Discussion of suggested best ways to communicate different types of legal advice

**Moderator:**Rafa Gutiérrez, Uber Technologies, Inc. (USA)**Speakers:**Crystal Prais, Fenwick & West LLP (USA)More speakers to be announced soon |
| **3:30 pm–4:45 pm** |
| **RT50 Regional Update: IP Protection of Traditional Knowledge and Traditional Cultural Expressions in Southeast Asia***Intermediate Level*Traditional Knowledge (TK) and Traditional Cultural Expression (TCE) feature prominently in the livelihood and culture of Southeast Asian people. With an increase in awareness around IP rights in TK and TCE over the last decade, we have seen new legislation and interesting case studies showcasing the rights of indigenous people in the region. However, does the new legislation offer sufficient or enhanced protection?Panelists will discuss the following emerging issues and case studies in TK and TCE in Malaysia, Thailand and Myanmar.* Case study review, the LITSARA story, an example of benefit sharing, utilizing prior informed consent
* Case study on IP protection for traditional ingredients in Myanmar such as pickled green tea leaf
* Update on recent IP and patent laws changes and revisions

**Moderator:**Tasneem Haq, hslegal LLP(Singapore)**Speakers:**Edna Aloysius, IPSENSE SDN BHD (Malaysia)Somboon Earterasarun, Tilleke & Gibbins (Thailand)Tin Ohnmar Tun, The Law Chambers (Myanmar) |
| **5:00 pm–6:00 pm** |
| **Patent Professional Networking Reception**Are you a patent professional or spend any time working with patents in your regular workload? Join us for a cocktail and an opportunity to mingle with other registrants with similar patent interests and backgrounds.  |
| **5:00 pm–6:00 pm** |
| **Middle East Reception**This reception provides registrants from the Middle East with an invaluable opportunity to network with colleagues and share experiences concerning the benefits and challenges of doing business in the region. This reception provides an opportunity to meet with INTA’s CEO and other INTA staff.  |
| **5:00 pm–6:00 pm** |
| **Asia-Pacific Reception**Network with colleagues and share experiences of doing business in Asia. This is the must-attend reception for those in the INTA community who want to be plugged into our extensive Asia network, and presents the opportunity to meet with INTA’s CEO and the Chief Representative of the Asia-Pacific office. |
| **5:00 pm–6:00 pm** |
| **India Reception**This reception provides registrants from India with an invaluable opportunity to network with colleagues and share experiences concerning the benefits and challenges of doing business in India. This reception provides an opportunity to meet with INTA’s CEO, India Representative, and other INTA staff.  |
| **5:30 pm–7:00 pm** |
| **INTA Political Action Committee (PAC) Reception***(Open only to non-corporate INTA members who are U.S. citizens or permanent residents)*    Show your support for the International Trademark Association Political Action Committee (PAC) by attending this reception. A contribution for this event will be used to support the campaigns of U.S. federal candidates identified by the INTA PAC Board as having shared interests with the trademark community. INTA accepts both personal checks and those drafted from non-corporate INTA member firm accounts, as well as all major credit cards. [**Donations can also be made online**](https://www.inta.org/Advocacy/Pages/INTAPAC.aspx)before the reception. Only non-corporate, non-reimbursed contributions to INTA PAC will be accepted. Contributions to INTA PAC are not deductible for income tax purposes.  |

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| **Wednesday, April 29, 2020**

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| **7:30 am–2:00 pm**  |
| **Registration and Hospitality**Visit Onsite Registration on Level 1 for assistance. |
| **8:00 am–10:00 am** |
| **Continental Breakfast**Continental breakfast will be served daily until 10:00 am in the Hospitality Area on Level 1, Hall C. |
| **8:00 am–10:00 am** |
| **Breakfast Table Topics**Table Topics are a great networking opportunity to discuss topics of interest over lunch or breakfast with a small group of like-minded professionals. Come prepared to join in on the conversation and share your thoughts!Registration costs US $65, and tickets are sold on a first-come, first-served basis. **Tickets for admission to this event will not be sold onsite.** |
| **8:00 am–10:00 am** |
| **Committee Meetings** |
| **10:00 am–2:00 pm** |
| **Exhibition Hall**Visit the 100+ exhibitors displaying their products and services. Exhibitors include trademark solution providers, law firms, media companies, IP offices, trade associations and government offices. |
| **10:15 am–11:30 am**  |
| **CW01 Annual Review of U.S. Federal Case Law and TTAB Developments***Advanced Level*Plan to attend this INTA annual favorite and hear *Trademark Reporter* authors Ted Davis and John Welch deliver a concise analysis of major decisions rendered by the U.S. courts and the Trademark Trial and Appeal Board (TTAB) over the past twelve months. And be sure to check out the*United States Annual Review: The Seventy-Second Year of Administration of the Lanham Act of 1946*, published in *The Trademark Reporter*, Vol. 110, No. 1.  **Speakers:**Theodore H. Davis, Kilpatrick Townsend & Stockton LLP (USA) John L. Welch, Wolf, Greenfield & Sacks, P.C. (USA) |
| **10:15 am–11:30 am** |
| **CW02 What’s in a Shape? A Fight Worth Having to Secure Nontraditional Trademarks**Among various nontraditional trademarks, 3D trademarks are one of the most popular and important in that they often overlap with other IP protection by design patent, trade dress, copyright and unfair competition. 3D trademark protection, once successfully registered, becomes a very strong tool for enforcement including border measures; however, proving acquired distinctiveness poses a high hurdle for brand owners in many jurisdictions around the world.Speakers from around the globe will discuss:* Recent rulings of the 3D trademark case in each jurisdiction
* How each Patent Office/Court approach acquired distinctiveness
* Practical tips and strategies on how to prove acquired distinctiveness
* How useful surveys are in proving acquired distinctiveness

**Moderator:**Shunji Sato, TMI Associates (Japan)**Speakers:** Prasantaya Bantadtan, LawPlus Ltd. (Thailand)Carla Oakley, Morgan, Lewis & Bockius LLP (USA)Raffaele Ranieri, Notarbartolo & Gervasi S.p.A. (Italy) |
| **10:15 am–11:30 am** |
| **RW01 Regional Update: Recent Developments and Important Judgments on Trademark Law in India, Pakistan, and the Middle East***All Levels*Speakers from Pakistan, India, and Lebanon will share notable recent developments to the trademark laws, rules, and regulations in their countries and regions, while sharing some of the most important trademark judgments by the courts in the recent year.Speakers will offer a good mix of judgments which would have reiterated, laid down, or rejected important legal principles. Further, these updates will also include notable developments in the legislative and policy sectors and shall include important amendments, proposals for amendments, releases of policy notes, and reports. The session shall also highlight important developments in other sectors which may have had a significant impact on trademarks.**Moderator:**Aaina Sethi, Chadha & Chadha (India)**Speakers:**Ahmed Farooq, Meer & Hasan (Pakistan)Nina Osseiran, Cedar White Bradley International (SAL) (Lebanon) |
| **10:15 am–12:15 pm** |
| **Committee Meetings** |
| **11:45 am–1:00 pm** |
| **CW20 World Famous Sporting Brands and Events***Intermediate to Advanced Level*Speakers will explore anticounterfeiting efforts that sports brands have made in China and around popular sports events. Speakers representing both in-house counsel and outside counsel, will share their experiences with attacking counterfeits and ambush marketing activities around sports events. Topics that the panel will explore include:* Trends and challenges that sports brands are using to combat counterfeits in China
* The impact of the amended China Trademark Law
* The kinds of actions and tools that sports brands will consider in order to achieve best results
* Best practices, including case sharing and discussion

**Moderator:**Helen Chen, NBA China (China)**Speakers:**Lynn Fu, NIKE INC. (Hong Kong SAR, China)Haiyan Gu, Sina.com (China)Koji Saito, ASICS Corporation (Japan)Steve Kefeng Zhao, Anjie Law Firm (China)               |
| **11:45 am–1:00 pm** |
| **CW21 Blockchain: A Strategic IP Tool for Protection, Development, and Competition**Will blockchain disrupt intellectual property, and if so, how? Considering the many advantages of a decentralized and distributed ledger as regards traceability, lower central counterparty risk, and greater digital security in the transmission and storage of information, blockchain quickly piqued the attention of many industries characterized by the value and the protection of intellectual properties. Opportunities stemming from this new technological and economical paradigm increasingly represent a strategic stake for companies. Let’s explore the blockchain possibilities for IP registration and protection, notably regarding authentication and provenance purposes in the detection and/or retrieval of counterfeit, stolen, and parallel-imported goods.**Moderator:**Raphaëlle Dequiré-Portier, Gide Loyrette Nouel (France)**Speakers:**Speakers to be announced soon  |
| **1:15 pm–3:15 pm** |
| **CW22 Global Portfolio Management and Brand Protection**The session will provide practitioners with valuable insight into global portfolio management viewed through the lifecycle of a trademark—complete with war stories of success and pitfalls to avoid.  Speakers will disucss:* Brand ideation to name conception
* Searching (including decisions of which classes, countries, types of search)
* Filing strategy, including strategic considerations  (Madrid vs. National), “secret” filings, risk assessment)
* Foreign languages
* Special considerations for acquisition vs. new brand development
* Continual revision
* Relationships with your associate networks
* Cost considerations

**Moderator:**Carolyn Dinberg, InterContinental Hotels Group (USA)**Speakers:**Christopher E. George, Intel Corporation (USA)Stuart Green, Davies Collison Cave (Australia)Ian Gruselle, Bristows LLP (United Kingdom) |
| **11:45 am–1:00 pm** |
| **IW20 Industry Breakout: The In-House Perspective on Trademark and Design Strategy, Enforcement, and Clearance in the Fashion and Luxury Goods Business***Intermediate Level*This session will provide an in-house perspective on the unique challenges that arise in creative-led businesses, including the following:* How does the trademark and design function work in practice as part of the fashion season “cycle”?
* Protecting and enforcing rights in eponymous names, post-separation, and sale issues
* Strategies for communicating trademark and design issues at a board, management and shareholder level
* The fine balance between protection of short-term and long-term rights (especially in designs)
* In-house and external counsel resourcing ⎯ what combination works?
* War stories on litigation and enforcement dos and don’ts

**Moderator:**Arthur Artinian, K&L Gates LLP (United Kingdom)**Speakers:**Antonio Borrelli, Marc Jacobs International, LLC (USA)Edanela Perez Broce, Tommy Hilfiger Europe B.V. (Netherlands)Anna Dalla Val, Ralph Lauren Corporation (USA)Barbara Kolsun, Cardozo Law School (USA)Hannah Merritt, Jimmy Choo (United Kingdom)Erica Weiner, Capri Holdings Limited (USA) |
| **11:45 am–1:00 pm** |
| **Luncheon Table Topics**Table Topics are a great networking opportunity to discuss topics of interest over lunch or breakfast with a small group of like-minded professionals. Come prepared to join in on the conversation and share your thoughts!Registration costs US $65, and tickets are sold on a first-come, first-served basis. **Tickets for admission to this event will not be sold onsite.** |
| **7:00 pm–11:00 pm** |
| **Grand Finale: Universal Studio Singapore**Join us for a night of fun and your last chance to network at Universal Studios Singapore. We will have full access to the park and rides, as well as the aquarium. Shuttles will go from select hotels to the venue (which is on Sentosa) and back all night. Heavy hors d’oeuvres and drinks will be provided.  |

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