

# Schedule of Events



**SDCC: San Diego Convention Center**

## FRIDAY, MAY 1

### 8:00 am–5:30 pm

#### Basic Mediation Training

*(Day 1; advance registration required; CLE credit available)*

SDCC Room 1A

## SATURDAY, MAY 2

### 8:00 am–5:00 pm

#### Course on International Trademark Law and Practice

*(Day 1; advance registration required; CLE credit available)*

SDCC Room 5B

### 8:00 am–5:30 pm

#### Basic Mediation Training

*(Day 2; advance registration required; CLE credit available)*

SDCC Room 1A

### 9:00 am–5:00 pm

#### Board of Directors Meeting

SDCC Room 10

### 9:00 am–6:00 pm

#### Registration and Hospitality

SDCC Hall A & Hall B

### 10:00 am–11:30 am

#### COMMITTEE MEETING

##### ASIPI/INTA Trademark Impact Study Project Team

SDCC Room 3

### 11:00 am–12:15 pm

#### CSA01 Paving the Way for the Next Generation of Trademark Lawyers in the 21st Century

*Intermediate Level*

SDCC Room 6E

The days of spending your time cloistered away in a library researching and writing a memo for the file have long since passed. Clients are more cost conscious than ever in expecting law firms to provide business-savvy service at the lowest possible price. Law firm partners are under

such pressure that they feel they do not have the time (or the incentive) to mentor their associates. How, then, are associates expected to develop an understanding of trademark law in order to serve their firms and eventually advise clients and litigate disputes? Answering this question is essential to ensuring that the next generation of trademark lawyers is as well seasoned as the ones that have come before.

A panel, including a law firm partner, a law firm associate and a law firm consultant (or inside counsel), will examine the changing landscape for trademark lawyers and address critical issues.

#### Moderator:

Amalia M. Berg, Goodmans LLP (Canada)

#### Speakers:

Tracey Berger, Spruson & Ferguson (Australia)

Carrollanne Lindley, Kilburn & Strode LLP (United Kingdom)

Deborah Peckham, Burns & Levinson LLP (United States)

Devon Sparrow, Citrix Systems, Inc. (United States)

#### CSA02 An Insider's View of the Challenges of Law Firm Management

*Advanced Level*

SDCC Room 6B

Outside counsel should make it a priority to attend this session! The business of running a law firm has never been more stressful. In-house counsel are demanding ever-greater efficiencies and price reductions from outside law firms. At the same time, associates and staff are not getting any less expensive, and they need to be cultivated to ensure the long-term success of the firm. Professional and ethical obligations to keep up to date on legal developments and skills have not changed over time.

This session will provide a behind-the-scenes look at the many issues facing law firm management.

#### Moderator:

Mark Kachigian, Head, Johnson & Kachigian (United States)

#### Speakers:

Rose Auslander, Carter, Ledyard & Milburn LLP

(United States)

Marcus Gallie, Ridout & Maybee LLP (Canada)

Anthony Tong, Robin Bridge & John Liu

(Hong Kong SAR, China)

### 12:30 pm–1:45 pm

#### Next Generation Libations

SDCC Room 6E

Be sure to stick around after the session and join your young-practitioner colleagues in the trademark community for some libations! This is a great opportunity to meet with other young practitioners in the field.

### 1:00 pm–2:15 pm

#### Utilizing Regional IP Attachés as Resources and Allies

SDCC Room 7AB

Learn about the valuable resources and support provided

by regional intellectual property attachés posted by various government at embassies around the world, and how to utilize them as both sources of information and as allies in trademark protection and anti-counterfeiting enforcement activities. This session will give attendees an opportunity to interact with various regional attaches, learn about their activities, and how they can be helpful to brand owners.

#### Speakers:

Albert Keyack, USPTO IP Attaché for South America (Brazil)

Michael Lewis, USPTO IP Attaché for Mexico, Central America, and the Caribbean (Mexico)

Kalpana Reddy, USPTO IP Attaché for South Asia (India)

Aisha Salem, USPTO IP Attaché for the Middle East and

North Africa (Kuwait)

Donald Townsend, USPTO IP Attaché for Russia

and CIS (Russia)

### 1:00 pm–3:00 pm

#### Luncheon Table Topics

SDCC Room 6A

### 1:00 pm–3:00 pm

#### INTA Gives Back Event

SDCC Room 4

The Monarch School is dedicated to educating students affected by homelessness and helps them develop hope for the future with the skills and experience necessary for personal success. Participants will form teams and rotate between different care stations, collecting and assembling kits containing much-needed school supplies, art supplies and personal hygiene items for donation to the Monarch School. Pre-registration is required.

### 1:00 pm–4:00 pm

#### Networking Excursion: Inhale, Exhale, Hike in Torrey Pines State Natural Reserve

*(Advance registration required)*

*Departs from SDCC: Registrants should meet at the Network*

*Excursions/Tour Desk 20 minutes prior to departure.*

### 2:30 pm–3:45 pm

#### CSA50 Reaching Equilibrium: How In-House and Outside Counsel Can Achieve Consensus on Reasonable Legal Fees

*Intermediate Level*

SDCC Room 6B

In-house counsel are under a constant mandate to continually decrease legal spending and provide certainty in estimating legal expenses for budgeting purposes. At the same time, outside counsel are under unrelenting pressure to keep up with rising costs and make a reasonable profit at year-end. Are these competing forces irreconcilable? This panel will work together and propose practical solutions to minimize conflict and maximize harmony.

#### Moderator:

Steve Meleen, Pirkey Barber PLLC (United States)

#### Speakers:

Bobby Ghajar, Pillsbury Winthrop, LLP (United States)

Mark Holah, Bird & Bird LLP (United Kingdom)

Allison McDade, 7-Eleven, Inc. (United States)

Kristin McNulty, Intel Corporation (United States)

### 2:30 pm–3:45 pm

#### CSA51 Taking the Ball and Running with a Pro Bono Case Like the REDSKINS Trademark Cancellation Action

*Intermediate Level*

SDCC Room 6E

The focus of the panel will be the pro bono angle of the REDSKINS case (*Amanda Blackhorse, Marcus Briggs-Cloud, Philip Gover, Jillian Pappan, and Courtney Tsofogh v. Pro-Football, Inc.*, Cancellation No. 92046185). Speakers will discuss the following:

- How a referral agency would evaluate a case like this.
- How volunteer attorneys are matched with this type of matter.
- The types of resources or clinics available at law schools that can be used in trademark pro bono cases.
- How a law firm would evaluate the case and decide whether to take it on.

#### Moderator:

Jennifer Sheehan Anderson, Bridge Intellectual Property

Services PLLC (United States)

#### Speakers:

Wilson M. Brown, Drinker Biddle & Reath LLP (United States)

Megan M. Carpenter, Texas A&M University School of Law

(United States)

Robert Pimm, California Lawyers for the Arts (United States)

### 3:00 pm–5:00 pm

#### COMMITTEE MEETING

##### 2015 Annual Meeting Project Team

SDCC Room 33C

### 3:00 pm–5:00 pm

#### Annual Meeting Registrant First-Time Orientation and Reception

SDCC Room 7AB

Learn from experienced Annual Meeting registrants about the 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 registrants about how to maximize your time at the meeting, stick around to network with other first-time registrants and get to know each other better. First-time registrants, young-practitioners, and students, as well as new INTA members, will find this orientation essential to making the most of their first Annual Meeting and will have the opportunity to network at a reception after the session.

### 5:15 pm–8:15 pm

#### Networking Excursion: Sights and Sips Sunset Cruise

*(Advance registration required)*

*Departs from SDCC: Registrants should meet at the Network*

*Excursions/Tour Desk 20 minutes prior to departure.*

### 7:00 pm–11:00 pm

#### 2015 INTA Gala

*Formal (Black Tie Optional) or National Dress*

*San Diego Marriott Marquis & Marina–Marina Ballroom*

## SUNDAY, MAY 3

### 7:30 am–7:00 pm

#### Registration and Hospitality

SDCC Hall A & Hall B

### 7:30 am–7:00 pm

#### Information and Membership Desk

SDCC Hall A Lobby

### 8:00 am–10:00 am

#### Continental Breakfast

SDCC Hall B

### 8:00 am–12:00 pm

#### Basic Mediation Training

*(Day 3; advance registration required; CLE credit available)*

SDCC Room 9

### 8:00 am–5:00 pm

#### Course on International Trademark Law and Practice

*(Day 2; advance registration required; CLE credit available)*

SDCC Room 5B

### 8:45 am–9:00 am

#### COMMITTEE MEETING

##### Emerging Issues Committee—Full Committee

SDCC Room 25ABC

### 9:00 am–10:00 am

#### COMMITTEE MEETINGS

##### Famous & Well-Known Marks Committee—Leadership Only

SDCC Room 33B

##### Trademark Office Practices Committee—Leadership Only

SDCC Room 33A

### 9:00 am–11:00 am

#### COMMITTEE MEETINGS

##### 2015 Leadership Meeting Project Team

SDCC Room 32B

##### Anticounterfeiting Committee

##### Cross Subcommittee Online Counterfeiting Task Force

SDCC Room 32A

##### Emerging Issues Committee

##### Development of Rights Subcommittee

SDCC Room 31A

##### Emerging Issues Committee

##### Issues Identification Subcommittee

SDCC Room 31B

##### Emerging Issues Committee

##### Limit on Trademark Rights Subcommittee

SDCC Room 24BC

##### Enforcement Committee

##### Judicial Administration & Trademark Litigation

##### Subcommittee

SDCC Room 30E

##### Geographical Indications Project Team

##### (Legal Resources)

SDCC Room 27A

##### Internet Committee

##### Domain Disputes, Ownership and Whois Subcommittee

SDCC Room 30D

### 9:00 am–11:00 am

#### Breakfast Table Topics

SDCC Room 6A

### 9:30 am–11:00 am

#### Trademark and IP Issues in Latin America:

##### Government Perspective

*Advanced Level*

SDCC Room 6E

This session provides INTA attendees with the chance to hear about the different trademark focused initiatives and developments taking place in the various Intellectual Property Offices throughout Latin America.

#### Moderator:

Gustavo Giay, Marval, O'Farrell & Mairal (Argentina)

#### Speakers:

Jose Luis Londoño, Superintendencia de Industria y

Comercio (Colombia)

Miguel Margain, Instituto Mexicano de la Propiedad

Industrial (Mexico)

Ray Meloni, INDECOPI (Peru)

Maximiliano Santacruz, Instituto Nacional de Propiedad

Industrial (Chile)

### 10:00 am–11:00 am

#### COMMITTEE MEETINGS

##### China Global Advisory Council

SDCC Room 4

##### Parallel Imports Committee

##### Leadership Only

SDCC Room 33B

### 10:00 am–11:15 am

#### CSU01 (Dis)order in the Court: A Debate Between a Practitioner and a Professor

*Intermediate Level*

SDCC Room 6B

Don't miss the first annual Practitioner vs. Professor debate, bringing both passion and intellectual rigor (not to mention a fair bit of good humor) to the Annual Meeting. Top attorneys will battle top professors in an all-star panel, debating some of the hottest trademark topics of the day. This year's debates

will focus on two main issues: dilution and disparagement.

**Moderator:**

Megan M. Carpenter, Texas A&M University School of Law (United States)

**Speakers:**

Barton Beebe, New York University School of Law (United States)

Vs.

Scot A. Duvall, Middleton Reutlinger (United States)

Christine Farley, American University Washington College of Law (United States)

Vs.

Philip G. Hampton II, Haynes and Boone LLP (United States)

### 10:00 am–2:00 pm

**Networking Excursion: La Jolla Sea Caves and Ecological Reserve Kayak Tour**

*(Advance registration required)*

*Departs from SDCC*

### 10:00 am–3:45 pm

**In-House Practitioners Workshop and Luncheon**

*(Limited to in-house practitioners only; advance registration required; CLE credit available)*

*SDCC Room 6F*

### 10:45 am–1:15 pm

**COMMITTEE MEETING**

**INTA Bulletin Committee**

*SDCC Room 25ABC*

### 11:00 am–1:00 pm

**Madrid System Users’ Meeting (MSUM) Organized by World Intellectual Property Organization (WIPO)**

*SDCC Room 10*

The MSUM will open with an update from WIPO on the developments of the Madrid System, followed by presentations from officials of elected Contracting Parties to the Madrid System. The invited officials will address specific issues regarding the designation of their countries in an International Registration, including how to handle and avoid notifications of provisional refusal. Questions from the floor will be taken.

### 11:15 am–11:45 pm

**COMMITTEE MEETING**

**Parallel Imports Committee**

**Full Committee**

*SDCC Room 28CDE*

### 11:15 am–1:15 pm

**COMMITTEE MEETINGS**

**Anticounterfeiting Committee**

**Cross Subcommittee Policy Task Force**

*SDCC Room 32A*

**Enforcement Committee**

**General Trademark Enforcement Issues Subcommittee**

*SDCC Room 30D*

**Madrid Project Team (Legal Resources)**

*SDCC Room 27A*

**Trademark Office Practices Committee**

**OHIM Subcommittee**

*SDCC Room 24BC*

### 11:30 am–12:45 pm

**CSU02 Speak Your Mind: Public Speaking**

**Gets Personal**

*Beginner to Intermediate Level*

*SDCC Room 6B*

Dynamic speakers have a strong point of view about subject matter, and to engage the audience is to make it personal. This highly entertaining event will tap the vast and varied resources of our distinguished speakers as they each reveal their approach to a microphone, how they develop their material, and—honestly—how to make sense of it all.

**Moderator:**

Rudy Gaines, Marksmen (United States)

**Speakers:**

Brian W. Brokate, Gibney Anthony & Flaherty, LLP (United States)

Mario Soerensen Garcia, Soerensen Garcia Advogados Associados (Brazil)

John B. Hackett, AJ Park (New Zealand)

Lisa Iverson, Neal & McDevitt, LLC (United States)

Casey Daum Nakata, Hewlett-Packard Company

(United States)

Joseph V. Norvell, Norvell IP llc Norvell IP llc (United States)

Daniela Rojas, Hillborne Hawkin (United States)

Pier Luigi Roncaglia, Studio Legale SIB (Italy)

### 11:30 am–1:30 pm

**CSU03 The Times They Are A–Changin’: Developments in Education and Teaching**

*SDCC Room 6E*

*Adjunct Professors Special Interest Group (SIG) Panel*

*(CLE will not be offered)*

The practice of law is an increasingly significant component of legal education. Law schools are striving to educate students about trademark law not just in the classroom but on the ground, in ways that enable students to apply what they are learning in “real world” situations—in particular, clinical legal education. Adjuncts can be a valuable component of this experiential, or skills-based, curriculum. This panel, consisting of professors, directors and supervisors of trademark law clinics at leading law schools, will provide insight into law schools’ efforts to expand experiential learning programs, discuss various types of programs, and provide guidance on how adjuncts might be involved in these efforts.

**Moderator:**

Megan Carpenter, Texas A&M University School of Law (United States)

**Speakers:**

Patricia Campbell, University of Maryland Francis King Carey School of Law (United States)

Jay Erstling, William Mitchell College of Law (United States)

Eric Lane, Thomas Jefferson School of Law (United States)

Victoria Phillips, American University Washington College of Law (United States)

Catherine Simmons-Gill, The John Marshall Law School

(United States)

Eugenio Torres, University of Puerto Rico School of Law

(Puerto Rico)

### 11:30 am–1:30 pm

**Trademark Administrators Brunch**

**Personal Branding and Marketing Yourself: You Deserve a Whole Lot More, and the World Deserves a Whole Lot More of You**

*(Advance registration required)*

*SDCC Room 6C*

Whether you deliberately create a professional brand or not, we all have one, so you may as well be in control of it. Join us at the Trademark Administrators Brunch to meet keynote speaker Jenny Foss, of career blog JobJenny.com, who will provide exceptional, accessible and easy-to-act-upon tips that will make it easier—and incredibly more fun—to stand out in a crowd. You can leverage what you learn across platforms, such as LinkedIn, to achieve specific goals, whether it’s to build business relationships, climb a rung or two up the corporate ladder or just take control of your destiny.

**Keynote Speaker:**



Jenny Foss is an author, career strategist and founder of JobJenny.com. Jenny has

been featured in Forbes, U.S. News & World Report, Mashable, The Daily Muse, and Business Insider.

### 11:45 am–1:15 pm

**COMMITTEE MEETINGS**

**Legislation and Regulation Committee**

**Leadership Only**

*SDCC Room 7B*

**Parallel Imports Committee Asia-Pacific Subcommittee**

*SDCC Room 30E*

**Parallel Imports Committee Europe & Central Asia Subcommittee**

*SDCC Room 33C*

**Parallel Imports Committee Latin America & Caribbean Subcommittee**

*SDCC Room 21*

**Parallel Imports Committee North America Subcommittee**

*SDCC Room 33A*

### 12:00 pm–2:00 pm

**Luncheon Table Topics**

*SDCC Room 6A*

### 12:00 pm–4:00 pm

**Exhibition Hall**

*SDCC Hall B*

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.

### 1:00 pm–2:30 pm

**Japan Patent Office (JPO) User’s Meeting: Recent Activities and Examination Practices for Trademarks in Japan**

*SDCC Room 2*

Open to all! Join JPO trademark representatives for an informational user’s meeting. Registrants will be able to get an update on the JPO’s recent activities. Representatives will also provide information on trademark examination practices in Japan and will accept questions from the floor.

### 1:30 pm–2:00 pm

**COMMITTEE MEETING**

**Famous & Well-Known Marks Committee Full Committee**

*SDCC Room 28CDE*

### 1:30 pm–2:30 pm

**COMMITTEE MEETING**

**Anticounterfeiting Committee**

**Leadership Only**

*SDCC Room 24A*

### 1:30 pm–3:30 pm

**COMMITTEE MEETINGS**

**Enforcement Committee**

**Enforcement Policy Advocacy Subcommittee**

*SDCC Room 31A*

**Law Firm Committee**

*SDCC Room 33A*

**Trade Dress Project Team (Legal Resources)**

*SDCC Room 27A*

**The Trademark Reporter Committee**

*SDCC Room 25ABC*

### 1:30 pm–3:30 pm

**CTM and RCD Users’ Meeting Organized by the Office for Harmonization in the Internal Market (OHIM)**

*SDCC Room 10*

Join OHIM representatives for a comprehensive update on the Office’s activities over the past year in the fields of EU-funded projects, international cooperation initiatives and the EU Observatory on Infringements of Intellectual Property Rights’ activities. OHIM will also report on the general situation at the Office, emphasizing key performance indicators, and discuss recent changes in practice and important decisions of the Court of Justice of the European Union. Questions from the floor will be taken.

### 2:00 pm–3:00 pm

**Speed Networking**

*SDCC Hall B*

Join us in the Exhibition Hall for Speed Networking, a fun and interactive way to find new business associates and expand your network. Your one-hour commitment can potentially produce long-term business contacts and friendships.

**Who should attend:** New members and non-members, first-time registrants, and experienced Annual Meeting registrants interested in meeting new contacts.

There is no fee to participate, but a one-hour commitment is required from each participant. Admittance is on a first-come, first-served basis. Once capacity at the tables is reached, participants who did not secure a spot at a table will be asked to return later for a different session.

### 2:00 pm–3:15 pm

**CSU50 INTA Committee Selection, Membership and Involvement: Behind the Curtain**

*SDCC Room 6B*

During this informative and interactive session, hear distinguished INTA leaders discuss the diverse and valuable benefits associated with active involvement in INTA. The session will also highlight the upcoming committee application and assignment process for the 2016 term, providing tips and information relevant to INTA’s evolution.

**Moderator:**

Peter Harvey, Harvey Siskind LLP (United States)

**Speakers:**

Janice Bereskin, Bereskin & Parr LLP (Canada)

Susan Brady Blasco, Muncy, Geissler, Olds & Lowe, P.C.

(United States)

Alicia Lloreda, Lloreda Camacho & Co. (Colombia)

Shwetasree Majumder, Fidus Law Chambers (India)

David H. McDonald, Johnson & Johnson (United States)

### 2:00 pm–3:30 pm

**COMMITTEE MEETINGS**

**Famous & Well-Known Marks Committee Canada Subcommittee**

*SDCC Room 21*

**Famous & Well-Known Marks Committee East Asia & Pacific Subcommittee**

*SDCC Room 33B*

**Famous & Well-Known Marks Committee Europe & Central Asia Subcommittee**

*SDCC Room 32B*

**Famous & Well-Known Marks Committee Latin America & Caribbean Subcommittee**

*SDCC Room 24BC*

**Famous & Well-Known Marks Committee Middle East, Africa & South Asia Subcommittee**

*SDCC Room 29B*

**Famous & Well-Known Marks Committee U.S. Subcommittee**

*SDCC Room 31C*

### 2:30 pm–3:30 pm

**COMMITTEE MEETINGS**

**Anticounterfeiting Committee**

**Full Committee**

*SDCC Room 28CDE*

**Nominating Committee**

*SDCC Room 23A*

### 4:00 pm–5:15 pm

**Opening Ceremony and Keynote Address**

*SDCC Ballroom 20*

Hear from INTA’s CEO and 2015 President as they share their vision for the Association in 2015 and discuss INTA’s impact on the IP industry. The 2015 Annual Meeting Co-Chairs will also introduce you to this year’s program and welcome the Keynote speaker.

**INTA CEO’s Address**

Etienne Sanz de Acedo, International Trademark Association (United States)

**2015 INTA President’s Address**

J. Scott Evans, Adobe Systems Incorporated (United States)

**2015 Annual Meeting Project Team Co-Chairs**

Joshua J. Burke, General Mills, Inc. (United States)

Mario Soerensen Garcia, Soerensen Garcia Advogados Associados (Brazil)

**Keynote Speaker**



Walter E. Robb, Co-CEO of Fortune 500 Company Whole Foods Market will provide the keynote address and will focus his speech on building brands.

Starting out in Texas, Whole Foods Market is one of the world’s leaders in natural and organic foods, with more than 360 stores in North America and the United Kingdom. In 2014, Whole Foods Markets achieved record total sales of \$14.2 billion, a 9.9% increase over the prior year.

### 5:30 pm–7:30 pm

**Welcome Reception**

*SDCC Sails Pavilion*

Join us at this great networking opportunity as we welcome all registrants to the 137th Annual Meeting. Take the time to meet up with old friends and colleagues, meet new acquaintances and work the room.

### 7:45 pm–10:15 pm

**Networking Excursion: Dinner at Union Kitchen & Tap**

*(Advance registration required)*

*Union Kitchen & Tap*

# Schedule of Events

## SAN DIEGO



**SDCC: San Diego Convention Center**

### MONDAY, MAY 4

#### 7:30 am–5:00 pm

##### Information and Membership Desk

*SDCC Hall A Lobby*

##### Registration and Hospitality

*SDCC Hall A & Hall B*

#### 8:00 am–10:00 am

##### COMMITTEE MEETINGS

##### Anticounterfeiting Committee

##### European Union Subcommittee

*SDCC Room 33C*

##### Harmonization of Trademark Law and Practice Committee

##### Free Trade Areas Subcommittee

*SDCC Room 26AB*

##### In-House Practitioners Committee

*SDCC Room 32B*

##### Internet Committee

##### International Domain Name Issues Subcommittee

*SDCC Room 32A*

##### Programs Committee

*SDCC Room 24A*

##### Trademark Office Practices Committee

##### Canadian Intellectual Property Office Subcommittee

*SDCC Room 30E*

##### Trademark Office Practices Committee

##### India IP Office Subcommittee

*SDCC Room 21*

#### 8:00 am–10:00 am

##### Breakfast Table Topics

*SDCC Room 6A*

#### 9:00 am–10:00 am

##### COMMITTEE MEETINGS

##### Finance Committee

*SDCC Room 23A*

#### 10:00 am–4:00 pm

##### Exhibition Hall

*SDCC Hall B*

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–11:00 am

##### COMMITTEE MEETING

##### International Amicus Committee

##### Full Committee

*SDCC Room 33C*

#### 10:15 am–7:00 pm

##### Career Development Day (For Students)

*See back panel for agenda*

#### 10:15 am–7:00 pm

##### Academic Day (For Professors)

*See back panel for agenda*

#### 10:15 am–11:30 am

##### CONCURRENT SESSIONS

##### CM01 Have Dispute, Will Travel: Managing Multi-Jurisdictional Trademark Disputes

*Intermediate Level*

*SDCC Room 6F*

Trademarks are more global than ever, giving rise to an increasing number of multi-jurisdictional disputes. Trademark owners often have a choice of forum in which to hold the dispute, both in terms of geography and of administrative proceedings or court proceedings. This session will include a hypothetical dispute and strategic discussion among the panelists regarding where to file, how to gain leverage and what other considerations arise in different jurisdictions.

##### Moderator:

Anessa Owen Kramer, Honigman Miller Schwartz and Cohn LLP (United States)

##### Speakers:

Jeremy Dickerson, Burges Salmon (United Kingdom)

Jeremy Kaufman, Fox Entertainment Group (United States)

Nick Redfearn, Rouse & Co. International LLP (Indonesia)

##### CM02 Trademark Licensing: Best Practices

*Beginner Level*

*SDCC Room 6B*

Keeping costs under control while navigating the issues in worldwide and regional licensing deals can be a struggle for licensors and licensees. Our dynamic panel of corporate and private practice lawyers will dissect the operation of key provisions in trademark licensing agreements and discuss the best practices from both the licensor and the licensee perspectives. The panel will highlight differences in licensing requirements, practice and administrative obligations in various international jurisdictions, taking the in-house and private practice perspectives into consideration, and will

share tips on how to secure effective and mutually beneficial licensing relationships.

##### Moderator:

Shelagh Carnegie, Gowling Lafleur Henderson LLP (Canada)

##### Speakers:

Arthur Artinian, K&L Gates LLP (United Kingdom)

Kelly Gill, Gowling Lafleur Henderson LLP (Canada)

Russell Jacobs, Starbucks Coffee Company (United States)

##### CM03 A Moving Line? Exploring the Boundaries of Trademark Enforcement and Trademark Misuse

*Intermediate Level*

*SDCC Room 6D*

From the USPTO to the legal academy, and from Congress to the courts, questions about the boundaries between vigorous trademark enforcement and improper overreaching have come to the forefront. Are famous brands and celebrities going too far? Are companies improperly trying to monopolize language, designs and other product attributes through trademark and trade dress claims? This year, the all-professor panel will consider the line between the responsibility for trademark enforcement and trademark misuse.

##### Moderator:

Irene Calboli, National University of Singapore (Singapore)

##### Speakers:

Stacey Dogan, Boston University Law School (United States)

Hugh Hansen, Fordham University School of Law

(United States)

Spyros Maniatis, Queen Mary University of London

(United Kingdom)

##### CM04 Using Private Investigators Without Losing Your License to Practice Law

*Beginner Level*

*SDCC Room 6C*

Speakers will focus on the complexities of deciding when to hire an investigator for IP litigation investigations and subsequently vetting, hiring, instructing and receiving information from investigators. Legal, ethical and practical implications of conducting your own investigations or outsourcing them, and the methods used by anyone conducting an investigation, will be outlined. The discussion will also include a review of select challenges to the ethics of private investigations, including pretexts and pretexting in the context of trademark litigation.

##### Moderator/Speaker:

Ross D. Bulla, The Treadstone Group, Inc. (United States)

##### Speaker:

Frank Long, Dickinson Wright PLLC (United States)

#### 10:15 am–12:15 pm

##### COMMITTEE MEETINGS

##### Anticounterfeiting Committee

##### East Asia & Pacific Subcommittee

*SDCC Room 30E*

##### Country Guides Project Team (Legal Resources)

*SDCC Room 27A*

##### Enforcement Committee

##### Opposition & Cancellation Standards and Procedures Subcommittee

*SDCC Room 22*

##### Internet Committee

##### gTLD Registry Issues Subcommittee

*SDCC Room 31C*

##### Planning Committee

*SDCC Room 23A*

#### 10:30 am–11:30 am

##### Speed Networking

*SDCC Hall B*

Join us in the Exhibition Hall for Speed Networking, a fun and interactive way to find new business associates and expand your network. Your one-hour commitment can potentially produce long-term business contacts and friendships.

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#### 11:15 am–12:15 pm

##### COMMITTEE MEETINGS

##### International Amicus Committee

##### Asia-Pacific Subcommittee

*SDCC Room 30C*

##### International Amicus Committee

##### Canada Subcommittee

*SDCC Room 31A*

##### International Amicus Committee

##### Europe Subcommittee

*SDCC Room 29C*

##### International Amicus Committee

##### Latin America Subcommittee

*SDCC Room 31B*

##### International Amicus Committee

##### U.S. Subcommittee

*SDCC Room 24A*

#### 11:45 am–1:00 pm

##### CONCURRENT SESSIONS

##### CM20 What Is Parody?

*Advanced Level*

*SDCC Room 6B*

Famous marks are frequently subject to parody. There is a thin line between what is protected by the law as parody and what constitutes infringement. Speakers will take a theoretical look at the law in a variety of jurisdictions to

explore when parody may be legitimate fair use and when it is just used as an excuse by infringers.

##### Moderator:

Camila Santamaría (Colombia)

##### Speakers:

Noemi Parrotta, Studio Legale SIB (Italy)

Barbara Quinn, The Walt Disney Company (United States)

Sanjiv D. Sarwate, Dell Inc. (United States)

##### CM21 Secrets for Success in Mediating Lanham Act Cases and Rules for Professional Conduct for Attorneys

*Advanced Level*

*SDCC Room 6D*

Interest in mediation has grown worldwide given the cost and uncertainty of litigation, as well as the local rules mandating some form of ADR in many jurisdictions. Many lawyers, companies and even private mediators are successful in getting parties to mediate but fail to obtain a settlement. This panel of experienced mediators (including litigators, the former lead mediator for the Federal Circuit, and a distinguished federal judge from the U.S. Northern District of California) will provide insights on how best to achieve a successful mediation and an enforceable settlement while avoiding practical or ethical pitfalls. This session will be of great value to any party that has an interest in resolving litigation on business terms.

##### Moderator:

Floyd A. Mandell, Katten Muchin Rosenman LLP

(United States)

##### Speakers:

Kristin J. Achterhof, Katten Muchin Rosenman LLP

(United States)

James M. Amend, JAMS (United States)

Judge Jacqueline Scott Corley, United States District Court

for the Northern District of California (United States)

David W. Grace, Loeb & Loeb LLP (United States)

##### RM20 Regional Update: China, Japan and Korea—Revisions to Trademark Laws

*Intermediate to Advanced Level*

*SDCC Room 6C*

The revision of a country's trademark laws is no small feat, which is why China, Japan and Korea's having decided to amend their trademark laws, all within the same short period of time, is nothing short of a remarkable coincidence.

These amendments have resulted in significant changes to the substantive laws of each jurisdiction. Our speakers will discuss the substance of the amendments to their country's trademark laws, as well as the resulting or expected changes to trademark practice to accommodate their revised trademark laws.

##### Moderator:

George Chan, Simmons & Simmons (China)

##### Speakers:

Alex H. Cho, Kim & Chang (South Korea)

Scott Palmer, Sheppard Mullin Richter &

Hampton LLP (China)

Nagomi Tsuchida, Hitachi, Ltd. (Japan)

##### IM20 Industry Breakout: Addressing the Challenges of Counterfeiting, Protection of Technology Names, and Trademark Backlash in the Chemical, Petroleum and Refining Industries

*Intermediate Level*

*SDCC Room 6F*

This session will address some of the current challenges in the chemical, petroleum and refining industries, including counterfeiting, protection of technology names and trademark backlash. Discussions will include the following topics:

- Counterfeiting of lubricants.
- Counterfeiting of chemical products.
- How to meet the challenges of protecting technology names.
- Ways to address and minimize the impact of backlash that arises from attempting to enforce trademark rights.

##### Moderator:

Dee Ann Weldon-Wilson, Exxon Mobil Corporation

(United States)

##### Speakers:

Sian A. Bowen, Shell International Limited (United Kingdom)

Shannon King, Chevron Corporation (United States)

Joe Miller, The Dow Chemical Company and Dow

AgroSciences LLC (United States)

#### 12:00 pm–1:00 pm

##### Speed Networking

*SDCC Hall B*

#### 12:15 pm–1:15 pm

##### COMMITTEE MEETING

##### International Roundtables Committee (Leaders Only)

*SDCC Hall 31C*

#### 1:00 pm–3:30 pm

##### Networking Excursions: Downtown Craft Brew Quest

*(Advance registration required)*

*Departs from SDCC*

#### 1:15 pm–3:15 pm

##### COMMITTEE MEETINGS

##### 2016 Annual Meeting Project Team

*SDCC Room 32B*

##### Anticounterfeiting Committee

##### Latin America & Caribbean Subcommittee

*SDCC Room 22*

##### International Opposition Guide Project Team

##### (Legal Resources)

*SDCC Room 27A*

##### Internet Committee

##### Internet Governance and Contractual

##### Relationships Subcommittee

*SDCC Room 26AB*

##### Nonprofit Organizations Committee

*SDCC Room 32A*

##### Programs Committee

##### Roundtables Subcommittee

*SDCC Room 31C*

##### Public Resources Committee

*SDCC Room 9*

##### Trademark Office Practices Committee

##### Asia-Pacific TMO Relations Subcommittee

*SDCC Room 24A*

##### Trademark Office Practices Committee

##### Latin America TMO Relations Subcommittee

*SDCC Room 29D*

##### Trademark Office Practices Committee

##### Africa TMO Relations Subcommittee

*SDCC Room 31B*

#### 1:15 pm–3:15 pm

##### Luncheon Table Topics

*SDCC Room 6A*

#### 1:15 pm–3:15 pm

##### Past Presidents Luncheon

*(By invitation only)*

*SDCC Room 33C*

#### 1:30 pm–2:30 pm

##### Speed Networking

*SDCC Hall B*

#### 3:00 pm–4:00 pm

##### Speed Networking

*SDCC Hall B*

#### 3:30 pm–4:30 pm

##### COMMITTEE MEETING

##### Middle East Global Advisory Council

*SDCC Room 21*

#### 3:30 pm–4:45 pm

##### CONCURRENT SESSIONS

##### CM50 Is Fair Use Always Fair? International Approaches to Fair Use Issues in a Mobile World

*Intermediate Level*

*SDCC Room 6B*

The session will focus on fair use principles from a global perspective. Speakers will examine the law of both nominative and descriptive fair use and the practical impact those principles have on brand owners (particularly those looking to market and offer their products globally). Speakers will also look at how the concepts of nominative and descriptive fair use are affected by mobile applications and websites, where space limitations and other constraints may bear on how marks and terms are used.

**Moderator:**

Gavin Charlston, Google (United States)

**Speakers:**

Stephen Jadie Coates, Twitter, Inc. (United States)

Sung-Nam Kim, Kim & Chang (South Korea)

Andrea Sander, Microsoft Corporation (United States)

Cornelia Schmitt, Grünecker (Germany)

**CM51 Trademarks and Consumer Protection**

*Intermediate Level*

SDCC Room 6F

The function of a trademark has changed from that of merely a source identifier. Consumers have also come to expect a certain level of quality, consistency, transparency and experience from the goods or services identified by their favorite trademarks. But what happens when consumers’ expectations are not met and they feel deceived? Laws protecting the rights of consumers are becoming increasingly strict, and compliance with such laws by trademark owners has become challenging. The panel will consider and discuss the intersection between consumer protection and trademark laws, the effect of these laws on consumers and trademark owners, the types of practices that may be considered deceptive, and the right of competitors to make use of consumer protection laws to protect their investment in their trademarks.

**Moderator:**

Antonella Carminatti, Barbosa, Mussnich & Aragão (Brazil)

**Speakers:**

Sophie Anger, Mars, Incorporated (United States)

Cristina A. Carvalho, Arent Fox LLP (United States)

Myrtha Hurtado, Rivas Novartis Pharma AG (Switzerland)

**RM50 Regional Update: 2015 Trends and Hot Topics in Latin America**

*Intermediate Level*

SDCC Room 6D

Registrants can expect to receive a concise update on recent developments and hot topics in Argentina, Chile, Mexico and beyond, including an analysis of the latest legislation involving health and food regulations and how these changes may affect your trademark and copyright rights. The panel of experienced practitioners will also share lessons learned from the World Cup in Brazil and what you might expect at the upcoming Olympic Games in 2015 in terms of ambush marketing issues.

**Moderator:**

Juan Pablo Silva, Silva & Cia (Chile)

**Speakers:**

Verónica Maria Canese, Marval, O’Farrell & Mairal (Argentina)

Valdir de Oliveira Rocha, Veirano Advogados

Associados (Brazil)

Agustin Velazquez, Avah Legal, S.C. (Mexico)

**3:30 pm–5:00 pm****CONCURRENT SESSION****CM52 Here Comes the Judge: See What Happens****During a Mock Preliminary Injunction Hearing**

*Intermediate Level*

SDCC Room 6C

This session will feature a live mock preliminary injunction hearing before a Judge, in which counsel for owner and counsel for the alleged infringer will present evidence and live testimony, including direct and cross-examination with regard to whether the preliminary injunction should be issued. After hearing the evidence, the Judge will issue her ruling from the bench. Afterwards, counsel and the audience will be able to ask the Judge questions about the proceedings and her ruling.

**Judge:**

The Honorable Irma E. Gonzalez, JAMS (Ret., Chief Judge

of the United States District Court for the Southern

District of California)

**Counsel for Party A:**

Barry L. Cohen, Royer Cooper Cohen Braunfeld LLC

(United States)

**Counsel for Party B:**

Nancy Rubner Frandsen, Baker & Hostetler (United States)

**3:30 pm–4:30 pm****COMMITTEE MEETING****Middle East Global Advisory Council**

SDCC Room 21

**3:30 pm–5:30 pm****COMMITTEE MEETINGS****Anticounterfeiting Committee****China Subcommittee**

SDCC Room 22

**Cancellations Project Team (Legal Resources)**

SDCC Room 27A

**Enforcement Committee****Trade Names Subcommittee**

SDCC Room 32A

**Harmonization of Trademark Law and Practice Committee****International Classification Subcommittee**

SDCC Room 24BC

**Legislation & Regulation Committee****East Asia & Pacific Subcommittee**

SDCC Room 24A

**Legislation & Regulation Committee****Europe & Central Asia Subcommittee**

SDCC Room 26AB

**Legislation & Regulation Committee****Latin America & Caribbean Subcommittee**

SDCC Room 29D

**Legislation & Regulation Committee****Middle East, Africa & South Asia Subcommittee**

SDCC Room 30E

**Legislation & Regulation Committee****U.S. Model State Trademark Bill Subcommittee**

SDCC Room 27B

**Legislation & Regulation Committee****U.S. Subcommittee**

SDCC Room 31B

**Young Practitioners Committee**

SDCC Room 31C

**4:45 pm–6:00 pm****Government Officials Industry Training****Information Session**

*(By invitation only)*

SDCC Room 10

**5:00 pm–7:00 pm****Academic and Young Practitioner Happy Hour**

SDCC Room 29B

Don’t miss this excellent networking opportunity for law and paralegal students and practitioners new to trademark law, as well as professors and adjunct professors. Enjoy a cocktail with colleagues while discussing interesting new trademark law developments.

**6:00 pm–7:00 pm****China Reception**

*(By invitation only)*

SDCC Room 7B

Network with Chinese colleagues and share experiences of doing business in China. If you speak Chinese, come enjoy the opportunity to chat with the INTA staff and make new connections. This is the must-attend reception for those in the INTA community who want to be plugged into our extensive China network.

**6:00 pm–7:00 pm****Government Officials Reception**

*(By invitation only)*

SDCC Room 7A

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)*

*Hard Rock Hotel San Diego 207*

**ACADEMIC DAY****For Professors****10:15 am–11:30 am****CM03 A Moving Line? Exploring the Boundaries of Trademark Enforcement and Trademark Misuse**

*Intermediate Level*

SDCC Room 6D

From the trademark office to the legal academy, and from legislatures to the courts, questions about the boundaries between vigorous trademark enforcement and improper overreaching have come to the forefront. Are famous brands and celebrities going too far? Are companies improperly trying to monopolize language, designs and other product attributes through trademark and trade dress claims? This year, the all-professor panel will consider the line between the responsibility for trademark enforcement and trademark misuse.

**Moderator:**

Irene Calboli, National University of Singapore (Singapore)

**Speakers:**

Stacey Dogan, Boston University Law School (United States)

Hugh Hansen, Fordham University School of Law

(United States)

Spyros Maniatis, Queen Mary University of London

(United Kingdom)

**12:00 pm–1:45 pm****Sex, Drugs, and Motorcycle Clubs: Trademark Issues on the Edge**

*(Professor Luncheon—for full-time professors only)*

SDCC Room 30AB

Companies in industries that are deemed controversial face certain unique challenges in building a brand, registering a mark federally and enforcing it. Should trademark law treat these businesses differently from other businesses? The panel includes attorneys with experience in representing the trademark interests of the Hells Angels bikers organization, the cannabis industry and adult entertainment businesses.

**Moderator:**

David Bell, Haynes and Boone, LLP (United States)

**Speakers:**

Alex Austin, The Austin Law Group (United States)

Fritz Clapp, Hells Angels Motorcycle Corporation, CyclePath

Productions, Sonny Barger Productions (United States)

Shabnam Malek, Cobalt LLP (United States)

**2:00 pm–3:15 pm****Trademark Scholarship Symposium**

*(Session I)*

SDCC Room 28D and 28E

The Symposium presents an opportunity for trademark scholars from around the world (including full-time and part-time professors, graduates and post-graduate students) to participate in group discussions of scholarly works-in-progress. Each selected scholar will present his project in

**ACADEMIC DAY****For Professors**

a workshop setting, receive comments, and engage in a dialogue with other academic scholars and accomplished trademark practitioners.

**Trademarks as Club Goods****Speakers:**

Abraham Bell, Gideon Parchomovsky (United States)

Ted Sichelman, University of San Diego School of Law

(United States)

**The Story of Luxury Products and the (Broken) Promise of Superior Quality in a World of Prestige for the Masses****Speaker:**

Irene Calboli, National University of Singapore (Singapore)/

Marquette University Law School (United States)

**Trademark Law as an Agency Problem****Speaker:**

James Gibson, University of Richmond School of Law

(United States)

**Trademarking Everything? Why Brands Should Care About Limits on Trademark Rights****Speaker:**

Lisa Ramsey, University of San Diego School of Law

(United States)

**3:30 pm–4:45 pm****Trademark Scholarship Symposium**

*(Session II)*

SDCC Room 28D and 28E

**What Can Harm the Reputation of a Trademark? A Critical Re-Evaluation of Dilution by Tarnishment****Speaker:**

Michael Handler, The University of New South Wales

(Australia)

**Well-Known Trademarks under Trademark Licensing****Speaker:**

Neil Wilkof, Dr. Eyal Bressler Ltd. (Israel)

**Willfulness****Speaker:**

David Welkowitz, Whittier Law School (United States)

**Policing the Cease-and-Desist Letter****Speaker:**

Leah Chan Grinvald, Suffolk University School of Law

(United States)

**5:00 pm–7:00 pm****Academic and Young Practitioner Happy Hour**

SDCC Room 29B

This is an excellent networking opportunity for law and paralegal students and practitioners new to trademark law, professors and adjunct professors to enjoy a cocktail while discussing new trademark law developments.

**CAREER DEVELOPMENT DAY****For Students****10:15 am–11:30 am****What They Didn’t Teach You in Law School About Trademark Law**

SDCC Room 29A

Join us for a practical presentation on practicing trademark law. Learn how to conduct a search, file an application and respond to an office action. Also, learn how to interact with clients, including differences in communicating with clients in different jurisdictions. This presentation will give you all the information you need to hit the ground running as a trademark attorney.

**Speakers:**

Michelle Ciotola, Cantor Colburn (United States)

Nerissa Coyle McGinn, Loeb & Loeb (United States)

**11:45 am–1:00 pm****Getting Involved with INTA: A Working Lunch for Law Students**

SDCC Room 29B

Law students attending the Annual Meeting are invited to this working lunch. Led by members of INTA’s Leadership and the Student Member Project Team, the group will discuss INTA, the Association’s plans for future programming and student outreach and how students can get involved. Come prepared to offer your suggestions for how INTA can help bring the world of trademarks to interested law students and law schools.

**1:15 pm–3:15 pm****Learning How to Network and Speed Networking 101**

SDCC Room 29C

Learn real-world tips to make connections and get noticed in the first half of the session and then put what you’ve learned to the test. A great way to meet practicing trademark attorneys and for them to meet you—in 3 minutes or less.

**Speakers:**

Susan Brady Blasco, Birch, Stewart, Kolasch & Birch

(United States)

Karina Dimidjian-Lecomte, Casalona Avocats (France)

Kelly McCarthy, Sideman & Bancroft (United States)

**CAREER DEVELOPMENT DAY****For Students****3:30 pm–5:00 pm****Careers in Trademark Law: A Panel Discussion for Law Students**

SDCC Room 29A

In this interactive panel discussion, legal professionals will share their thoughts and offer advice about the numerous career opportunities in the field of trademark law.

**Moderator:**

Dusan Clark, Counsel, Sidley Austin LLP (United States)

**Speakers:**

Jennifer Berner, SABMiller Group (Holland)

Melanie Howard, Loeb & Loeb (United States)

John Kim, Managing Principal, IP Legal Advisors, P.C.

(United States)

Lisa Martens, Principal, Fish & Richardson (United States)

Candace L. Moon, The Craft Beer Attorney, APC

(United States)

**5:00 pm–7:00 pm****Academic and Young Practitioner Happy Hour**

SDCC Room 29B

This is an excellent networking opportunity for law and paralegal students and practitioners new to trademark law, professors and adjunct professors to enjoy a cocktail while discussing new trademark law developments.

# Schedule of Events



**SDCC: San Diego Convention Center**

## TUESDAY, MAY 5

### 8:00 am–5:00 pm

#### Registration and Hospitality

*SDCC Hall A & Hall B*

### 8:00 am–5:00 pm

#### Membership and Information Desk

*SDCC Hall A Lobby*

### 8:00 am–9:00 am

#### COMMITTEE MEETING

##### Non-Traditional Marks Committee

##### Full Committee

*SDCC Room 25AB*

### 8:00 am–10:00 am

#### COMMITTEE MEETINGS

##### 2015 Europe Conference Project Team

*SDCC Room 24A*

##### Anticounterfeiting Committee

##### U.S. Subcommittee

*SDCC Room 29A*

##### Trademark Office Practices Committee

##### European National TMO Relations Subcommittee

*SDCC Room 24BC*

### 8:00 am–10:00 am

#### Breakfast Table Topics

*SDCC Room 6A*

### 8:30 am–10:00 am

#### INTA Roundtable Hosts Breakfast

*(By invitation only)*

*SDCC Room 7A*

The Roundtable Hosts Breakfast honors the hosts of the INTA roundtables that have taken place between June 2014 and May 2015. The Association is grateful to the many volunteers who have contributed to the Roundtable program's success.

### 9:00 am–10:00 am

#### COMMITTEE MEETINGS

##### Enforcement Committee

##### Full Committee

*SDCC Room 25AB*

##### Government Officials Education and Training Committee

*SDCC Room 33A*

##### Non-Traditional Marks Committee

##### Canada Subcommittee

*SDCC Room 26AB*

##### Non-Traditional Marks Committee

##### East Asia & Pacific Subcommittee

*SDCC Room 29C*

##### Non-Traditional Marks Committee

##### Europe & Central Asia Subcommittee

*SDCC Room 5B*

##### Non-Traditional Marks Committee

##### Latin America & Caribbean Subcommittee

*SDCC Room 29D*

##### Non-Traditional Marks Committee

##### Middle East, Africa & South Asia Subcommittee

*SDCC Room 27B*

##### Non-Traditional Marks Committee

##### U.S. Subcommittee

*SDCC Room 28E*

### 10:00 am–12:00 pm

#### Association Brunch

*(By invitation only)*

*SDCC Room 7B*

The Association Brunch provides an excellent opportunity for leaders of IP associations from around the world, INTA officers and staff to network with one another and compare best practices.

### 10:00 am–4:00 pm

#### Exhibition Hall

*SDCC Hall B1*

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–10:45 am

#### COMMITTEE MEETING

##### Related Rights Committee

##### Full Committee

*SDCC Room 25AB*

### 10:15 am–11:30 am

#### CONCURRENT SESSIONS

##### CT01 Gathering Evidence with In-House Counsel: Achieving Harmony and Avoiding Discord

*Beginner Level*

*SDCC Room 6D*

Your adversary has questioned genuine use of your mark or even threatens to cancel your mark for non-use. Or the court in infringement proceedings wants to know why your mark has a reputation and should therefore enjoy an extended scope of protection. You need evidence of use or extended use as soon as possible. But what specific evidence do you need? Do you have to collect originals of labels and packaging material? What kind of documents do you need? Would a witness also help? And who can give you all this information?

Speakers will answer these questions and more and will discuss whether and how an evidence library could help to simplify some of the hectic collection process. The speakers will also discuss what type of evidence supports “use” and “reputation” in various jurisdictions. A special focus will be given to building a library with evidence, so that counsel can come back to the library time and time again.

##### Moderator:

Carsten Albrecht, FPS Fritze Wicke Seelig (Germany)

##### Speakers:

Richard Groos, Norton Rose Fulbright (United States)

Paul Harris, Pillsbury Winthrop Shaw Pittman LLP

(United Kingdom)

Anna-Lena Wolfe, Tetra Pak (Sweden)

##### CT02 Leveraging Your Brands Through Alternative Revenue Streams

*Advanced Level*

*SDCC Room 6C*

Speakers will take an advanced look at how to leverage your brands in arenas such as co-branding, licensing and franchising, with the goal of increasing your IP portfolio's value. This session will also include a discussion on barriers to entry, risk profile, pros and cons and practical tips from leaders in the industry.

##### Moderator:

Lauren Fernandez (United States)

##### Speakers:

Caldwell Camero, General Mills, Inc. (United States)

Alison Tan, The Procter & Gamble Company (United States)

##### CT03 Trademark Rights in a Mobile World

*Intermediate Level*

*SDCC Room 1AB*

There has been a major shift of people operating their work and day-to-day life from the PC to their mobile devices. Speakers will discuss trademark rights (fair use, confusion, dilution, etc.) as applied to the digital mobile space. Speakers will also touch on app store marketplaces and related U.S. Digital Millennium Copyright Act (DMCA) issues.

##### Moderator:

Larry W. McFarland, Kilpatrick Townsend & Stockton LLP

(United States)

##### Speakers:

Christian C. Dowell, Facebook, Inc. (United States)

Frank Goldberg, Zynga Inc. (United States)

Jennifer Lam, Airbnb, Inc.

Dennis Wilson, Kilpatrick Townsend & Stockton LLP

(United States)

##### CT04 Annual Review of Leading Case Law in the European Union

*Advanced Level*

*SDCC Room 6B*

Attend the second annual session, intended for a global audience, where speakers from Europe will provide a wide-ranging and concise analysis of recent key decisions that have shaped European trademark law.

##### Speakers:

Guy Heath, Nabarro LLP (United Kingdom)

Georg Jahn, Noerr LLP (Germany)

##### IT01 Industry Breakout: Sports and Entertainment—The Intersection of the First Amendment, the Lanham Act and State Rights of Publicity

*Intermediate Level*

*SDCC Room 6F*

This session will explore the ramifications of recent decisions in the sports and entertainment industries, including whether these decisions have a chilling effect on creative expression. Speakers will discuss how First Amendment protections should be balanced against an individual's right of publicity and trademark concerns. They will examine which outcomes benefit consumers and whether those same outcomes benefit brand owners.

##### Moderator:

Claire Kimball, Turner Broadcasting System, Inc.

(United States)

##### Speakers:

Vineeta Gajwani, Electronic Arts Inc. (United States)

Robert L. Lee, Alston & Bird LLP (United States)

Patrick T. Perkins, Warner Bros. (United States)

### 10:15 am–12:15 pm

#### COMMITTEE MEETINGS

##### Alternative Dispute Resolution Committee

*SDCC Room 30C*

##### Anticounterfeiting Committee

##### Middle East, Africa & South Asia Subcommittee

*SDCC Room 29A*

##### Enforcement Project Team (Legal Resources)

*SDCC Room 27A*

##### Internet Committee

##### Internet Policy Advocacy Subcommittee

*SDCC Room 30A*

##### Leadership Development Committee

*SDCC Room 33A*

##### Related Rights Committee

##### Design Rights Subcommittee

*SDCC Room 4*

##### Related Rights Committee

##### Geographical Indications Subcommittee

*SDCC Room 5B*

##### Related Rights Committee

##### Indigenous Rights Subcommittee

*SDCC Room 24A*

##### Related Rights Committee

##### Right of Publicity Subcommittee

*SDCC Room 3*

##### Trademark Office Practices Committee

##### USPTO Subcommittee

*SDCC Room 5A*

### 10:15 am–3:15 pm

#### Unreal Campaign: Student Engagement Program

*SDCC Room 10*

The Unreal Campaign will host its fourth annual student engagement program at INTA's Annual Meeting. Students from local high schools will attend and receive hands-on education about counterfeiting issues and counterfeit products' harmful impact on society and public health. Students will hear from guest speakers such as brand owner representatives and law enforcement officials. The program will include an interactive demonstration using genuine and fake items donated by INTA members.

The Unreal Campaign is an INTA-sponsored initiative to raise awareness of the harms of counterfeiting and the value of trademarks to teens. For more information, visit Unreal or the campaign's website targeted at teens.

This program is designed for high school students; however, INTA will reserve a small section of the room for interested INTA observers. Please contact Amélie Bernet at [abernet@inta.org](mailto:abernet@inta.org) if you wish to attend or have questions.

### 10:30 am–11:30 am

#### Speed Networking

*SDCC Hall B*

Join us in the Exhibition Hall for Speed Networking, a fun and interactive way to find new business associates and expand your network. Your one-hour commitment can potentially produce long-term business contacts and friendships.

**Who should attend:** New members and non-members, first-time registrants, and experienced Annual Meeting registrants interested in meeting new contacts.

There is no fee to participate, but a one-hour commitment is required from each participant. Admittance is on a first-come, first-served basis. Once capacity at the tables is reached, participants who did not secure a spot at a table will be asked to return later for a different session.

### 11:45 am–1:00 pm

#### CONCURRENT SESSIONS

##### CT20 Global Portfolio Management on a Budget: In-Housing, Outsourcing or Somewhere in Between?

*Beginner Level*

*SDCC Room 6B*

As in-house counsel responsible for your company's global trademark portfolio, you have numerous options available when it comes to managing and maintaining this most valuable of company assets. But which way should you go? Having an in-house team to reduce external spending might seem the most cost-effective structure, but what unexpected problems can this lead to? When can an external advisor really assist in achieving your goals without blowing your budget? And how can you demonstrate your value to management when the external agents are the ones doing the real work? If these are issues you face as an in-house practitioner, join this interactive panel discussion, which will draw on the experience of both in-house practitioners and the external advisors who assist in-house teams in delivering excellent portfolio management to their companies.

##### Moderator:

Cameron Olsen, International Brand Management Ltd.

(United Kingdom)

##### Speakers:

Nicole L. Linehan, Schneider Electric (United States)

Veerle Raus, CMS DeBacker (Belgium)

Natalie Salter, Lane IP Limited (United Kingdom)

##### CT21 Protecting and Preserving Your Brand After a Cyber Security Incident

*Intermediate Level*

*SDCC Room 6F*

Recent high-profile data breaches involving national brands have highlighted how such an incident can inflict significant and long-lasting damage on a company's reputation and goodwill. Given the ever-increasing sophistication of the cyber threats that companies now face, it is prudent for companies to ask not *whether* they will experience a significant cyberattack but, rather, what they will do *when* they experience a major cyberattack. Speakers will discuss proactive steps a company can take to preserve brand value when preparing for a cyber-attack and responding to such attacks when they occur.

##### Moderator:

Heather McDonald, BakerHostetler (United States)

##### Speakers:

Gerald Ferguson, BakerHostetler (United States)

Jason Maloni, Levick (United States)

Ruby A. Zefo, Intel Corporation (United States)

##### CT22 Show Me the Money: Creating Alternative Fee Arrangements That Provide Value

*Intermediate Level*

*SDCC Room 6C*

In a budget-conscious global environment, companies still must protect their IP assets. Some are turning to alternative approaches to legal expenses while insisting that the value of services not be compromised. This panel will discuss creating value in alternative fee arrangements (AFAs). Many companies and law firms want to or have been asked to consider alternatives to a traditional hourly billing model,

such as modified fixed fees, success fees, banking fees, contingency fees, and other alternatives and combinations of AFAs. AFAs can reap significant benefits for all parties, but they also present risks. Speakers will discuss what clients and firms should think about before entering into an AFA, including special considerations related to IP matters, how to align the goals of all parties, what AFA techniques and processes can be used, which ones work better in different contexts, ethical issues, financing arrangements and other practical considerations.

#### Moderator:

Jan Jensen, Jensen Law Firm (United States)

#### Speakers:

Dale M. Cendali, Kirkland & Ellis LLP (United States)
Susan Estrich, Quinn Emanuel Urquhart & Sullivan, LLP, Robert Kingsley Professor of Law and Political Science at the University of Southern California and a legal and political analyst for Fox News Channel (United States)
Sarah Lockner, 3M Company (United States)
Elizabeth R. Pearce, American International Group, Inc. (United States)

#### RT20 Trademark Offices in Africa: The Importance of Working with Related Government Agencies

Beginner Level

*SDCC Room 1AB*

As businesses are extending to Africa, an efficient collaboration between the various government agencies and the trademark offices will bring about effective protection of IP rights and prepare trademark owners to take advantage of the opportunity for growth. In some countries in the region, the Intellectual Property Commission sometimes doubles as the registry and the trademark office, but in many others there is no such synergy. Speakers from the region will discuss the pros and cons of this type of structure and will highlight key advantages and disadvantages.

#### Moderator:

Uche Nwokocha, Aluko & Oyebode (Nigeria)

#### Speakers:

Simon Brown, Adams & Adams (South Africa)
Ighiwi Erhahon, Aluko & Oyebode (Nigeria)
John Syekei, Coulson Harney (Kenya)
Chitua Uzoh, Aluko & Oyebode (Nigeria)

#### RT21 Regional Update: The Latest News from the Middle East. Why Is It So Important to Protect IP in the Region?

Intermediate Level

*SDCC Room 6D*

Speakers will offer updates mainly regarding the new trademark law in the Gulf States, which provides for the unification of procedures and fees and improved IP systems. Listen to experienced practitioners who will provide legal and practical perspectives on a realistic approach to fighting counterfeits in the Middle East and will also touch on topics such as economic growth in the region and its impact on trademark registration.

#### Moderator:

Charles Shaban, Abu-Ghazaleh Intellectual Property (AGIP) (Jordan)

#### Speakers:

Omar Obeidat, Al-Tamimi & Company (United Arab Emirates)
Rany Sader, Sader & Associates (Lebanon)
Aisha Salem, United States Patent and Trademark Office (USPTO), IP Attaché for the Middle East & North Africa (Kuwait)

#### 12:00 pm–1:00 pm

##### Speed Networking

*SDCC Hall B*

#### 1:00 pm–2:00 pm

##### Africa Reception

*SDCC Room 1AB*

Take a moment to network with your colleagues from Africa and with those who have a vested interest in doing business in Africa.

#### 1:00 pm–3:30 pm

##### Networking Excursions: Downtown Craft Brew Quest

*(Advance registration required)*

*Departs from SDCC*

#### 1:15 pm–2:15 pm

##### COMMITTEE MEETINGS

##### Asia-Pacific Global Advisory Council

*SDCC Room 29D*

##### Europe Global Advisory Council

*SDCC Room 24A*

##### India Global Advisory Council

*SDCC Room 30E*

##### Latin America Global Advisory Council

*SDCC Room 29A*

##### North America Global Advisory Council

*SDCC Room 29C*

#### 1:15 pm–3:15 pm

##### COMMITTEE MEETINGS

##### Anticounterfeiting Committee

##### Eastern Europe & Central Asia Subcommittee

*SDCC Room 28E*

##### INTA/AIPPI Conference Project Team

*SDCC Room 30A*

##### Internet Committee

##### Online Trademark Use Subcommittee

*SDCC Room 4*

##### Legal Practice Resources Committee

*SDCC Room 3*

##### Pro Bono Committee

*SDCC Room 30D*

##### Saul Lefkowitz Moot Court Competition Committee

*SDCC Room 24BC*

#### Trademark Mediators Network

*SDCC Room 30C*

#### 1:15 pm–3:15 pm

##### Luncheon Table Topics

*SDCC Room 6A*

#### 1:30 pm–2:30 pm

##### Speed Networking

*SDCC Hall B*

#### 2:15 pm–3:15 pm

##### COMMITTEE MEETING

##### Compensation & Benefits Committee

*SDCC Room 23A*

#### 3:00 pm–4:00 pm

##### Speed Networking

*SDCC Hall B*

#### 3:30 pm–4:30 pm

##### COMMITTEE MEETINGS

##### Global Advisory Council–Co-Chairs only

*SDCC Room 23A*

##### Africa Global Advisory Council

*SDCC Room 29C*

#### 3:30 pm–4:45 pm

##### CONCURRENT SESSIONS

#### CT50 Implications of the New European Trademark Directive

Intermediate Level

*SDCC Room 6F*

Upon final adoption of the European Trademark Directive, the European Union member states will have to enact the new rules of the Directive into national law within two to three years. While the legislative proposal is still pending adoption, this session will focus on the likely implications of these new rules.

In particular, speakers will focus on changes in relation to:

- The introduction of a provision on intermediate rights. Speakers will explain the intervening right of the owner of a later-registered trademark as a defense in infringement proceedings.
- The provisions dealing with counterfeits and addressing goods in transit. The current proposal would entitle right holders to stop third parties from bringing goods bearing an unauthorized trademark that is essentially identical to the trademark registered in respect of those goods into the customs territory of the Union, regardless of whether they are released for free circulation.

Speakers from countries where the laws already reflect these proposals and from countries where substantial amendments will be necessary will share their perspectives on how to deal with these rule changes.

#### Moderator:

Georg Schönherr, Schwarz Schönherr Rechtsanwälte (Austria)

#### Speakers:

Rebecca Delorey, Bird & Bird AARPI (France)
Maximilian Kinkeldey, Grünecker (Germany)
David Stone, Simmons & Simmons (United Kingdom)

#### CT51 Legal Project Management: Improving Client Service While Reducing Ethical Risk

Intermediate Level

*SDCC Room 6C*

In broad terms, legal project management is the application of the tools and principles of project management to the delivery of legal services, including portfolio management, licensing and litigation. Legal project management is considered a key to improving client service, which is central to managing risk for law firms, and improving in-house delivery of services. Legal project management also enhances efficiencies and helps lawyers ensure they are meeting clients’ needs in delivering value. Legal project management can reduce the risk of professional liability by improving the quality of the legal work product, minimizing the risk of missing critical deadlines, and maintaining active and open client communications. Speakers will set out a number of the core principles of project management and provide real-world advice on and examples of how to apply these principles in practice, with a particular emphasis on the specifics of a trademark practice, the management of e-discovery and the application of these principles to reduce the risk of ethical violations.

#### Moderator:

Ira J. Levy, Goodwin Procter LLP (United States)

#### Speakers:

Rose Battaglia, Deutsche Bank (United States)
Allison L. Brecher, Marsh & McLennan Companies, Inc. (United States)
Karen L. Febeo, Goodwin Procter LLP (United States)
Rick Kathuria, Gowling Lafleur Henderson LLP (Canada)

#### CT52 Trademark Enforcement by U.S. Customs and Border Protection

Intermediate Level

*SDCC Room 6B*

From designer handbags to pharmaceuticals, from auto parts to electronics, counterfeit merchandise is a multi-billion-dollar worldwide phenomenon, and Southern California is the largest point of entry for counterfeit merchandise into the United States. U.S. Customs and Border Protection stops, searches and seizes more counterfeit merchandise than any other law enforcement agency. Learn how to record your trademark and copyright with Customs, how to get Customs to search for suspected infringing merchandise, and what to do when Customs finds infringing merchandise.

#### Moderator:

William Morris, Hershey Chocolate & Confectionery Corporation (United States)

#### Speakers:

Paul C. Llewellyn, Kaye Scholer LLP (United States)

Peter Quinter, GrayRobinson, P.A. (United States)
Robin Rangel, CBP Intellectual Property Rights (IPR) National Targeting and Analysis Group (United States)
Sara M. Vanderhoff, adidas International, Inc. (United States)

#### IT50 Industry Breakout Session: Hot Trademark Challenges That Keep Telecom Lawyers Up at Night

Advanced Level

*SDCC Room 6D*

Telecommunications companies have some of the most famous brands in the world, and they are often at the front lines of cutting-edge IP policy issues that are of key interest to the INTA membership. Come hear what keeps trademark practitioners in this space up at night. The panel will cover such hot topics as:

- New global infringement challenges telecom companies are facing, including country-specific challenges and successful enforcement strategies.
- Concerns about the rollout of new gTLDs, including those gTLDs related to telecommunications services and regulated services as well as gTLDs that are facilitating consumer confusion.
- Discussion of new case law and experiences with various registries and registrars in addressing an increase in phishing, cybersquatting and related frauds.
- Ideas for adopting new best practices, legislation and other international vehicles to address cybersquatting, phishing, fraud and abuses.

#### Moderator:

Sarah B. Deutsch (United States)

#### Speakers:

Katie E. Brennan, Norvell IP llc (United States)
David J. Cho, AT&T Services, Inc. (United States)
Elisa Cooper, MarkMonitor (United States)

#### 3:30 pm–5:00 pm

##### In-House Practitioners Industry Exchanges

*(Exclusive to in-house practitioners only; advance registration required)*

*SDCC Room 6A*

In-house practitioners have the opportunity to participate in an industry-specific and moderated discussion with their peers. Onsite registration will not be available.

#### 3:30 pm–5:30 pm

##### COMMITTEE MEETINGS

##### Academic Committee

*SDCC Room 24BC*

##### Anticounterfeiting Committee

##### Canada Subcommittee

*SDCC Room 21*

##### China Bulletin Committee

*SDCC Room 29D*

#### Internet Committee Full Committee

*SDCC Room 25AB*

#### Nonprofit Discussion Group

*SDCC Room 30A*

##### Trademark Administrators Committee

*SDCC Room 30C*

#### Trademark Administration Project Team (Legal Resources)

*SDCC Room 3*

#### Trademark Office Practices Committee China Trademark Office Subcommittee

*SDCC Room 24A*

#### Trademark Office Practices Committee Madrid System Subcommittee

*SDCC Room 29B*

#### 5:00 pm–7:00 pm

##### In-House Practitioners Reception

*(Exclusive to in-house practitioners only)*

*SDCC Room 7AB*

Join fellow in-house practitioners and corporate trademark professionals for cocktails and light refreshments during this exclusive networking opportunity.

#### 5:30 pm–6:30 pm

##### India Reception

*(By invitation only)*

*SDCC Room 5A*

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.

#### 6:00 pm–7:00 pm

##### Law & Practice Resources (LPR) Reception

*(By invitation only)*

*SDCC Room 5B*

Join other Law & Practice Resources editors and leaders for an exclusive opportunity to network and discuss INTA publications and online resources.

#### 6:00 pm–7:00 pm

##### Political Action Committee (PAC) Reception

*(By invitation only)*

*San Diego Marriott Marquis & Marina–Presidential Suite*

#### 6:45 pm–10:15 pm

#### Networking Excursions: Dine Under the Stars on a Dinner Cruise

*(Advance registration required)*

*Departs from SDCC: Registrants should meet at the Network Excursions/Tour Desk 20 minutes prior to departure.*

# Schedule of Events

## SAN DIEGO



**SDCC: San Diego Convention Center**

## WEDNESDAY, MAY 6

### 8:00 am–2:00 pm

#### Registration

*SDCC Hall A*

### 8:00 am–4:00 pm

#### Hospitality

*SDCC Hall B*

### 8:00 am–10:00 am

#### COMMITTEE MEETING

##### PDA Executive Council

*SDCC Room 2*

### 8:00 am–10:00 am

#### Breakfast Table Topics

*SDCC Room 6A*

### 8:30 am–10:00 am

#### Sponsors Breakfast

*(By invitation only)*

*SDCC Room 5AB*

### 9:00 am–10:00 am

#### COMMITTEE MEETINGS

##### Education and Services (ESG) Group Council

*SDCC Room 3*

##### Law & Practice Resources (LPR) Group Council

*SDCC Room 4*

### 9:00 am–11:00 am

#### COMMITTEE MEETING

##### 2015 Trademark Administrators and Practitioners

##### (TMAP) Meeting Project Team

*SDCC Room 7A*

### 10:00 am–11:00 am

#### COMMITTEE MEETING

##### Presidential Task Force Co-Chairs Coordination Meeting

*SDCC Room 23A*

### 10:00 am–2:00 pm

#### Exhibition Hall

*SDCC Hall B*

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–11:15 am

#### COMMITTEE MEETING

##### Trademark Office Practices Committee (TOPC)– Exam Guidelines Project

*SDCC Room 4*

### 10:15 am–11:30 am

#### CONCURRENT SESSIONS

##### CW01 Annual Review of U.S. Federal Case Law and TTAB Developments

*Advanced Level*

*SDCC Room 6B*

Plan to attend this INTA annual favorite and hear a concise analysis of recent major decisions rendered by the U.S. courts and the Trademark Trial and Appeal Board (TTAB), as reported in Vol. 105, No. 1 of The Trademark Reporter.

#### Speakers:

Theodore H. Davis, Kilpatrick Townsend & Stockton LLP  
(United States)

John L. Welch, Lando & Anastasi, LLP (United States)

##### RW01 Regional Update: The Regional Trademark Balance in Oceania/Asia-Pacific—The Trans-Pacific Partnership and Plain Packaging Proposals

*Intermediate Level*

*SDCC Room 6D*

The Trans-Pacific Partnership (TPP) is a regional free trade agreement being negotiated or observed by as many as 14 nations with Pacific Ocean faces, including Japan, Malaysia, Taiwan, Singapore, Australia, South Korea, New Zealand, the United States, Mexico, Chile and Peru. The panel will discuss issues arising from the TTP and other plain packaging legislation and proposals in the region, including the potential for direct enforcement, implications for parallel imports, and the challenges in getting the balance right between owners and users of trademarks in the region.

#### Moderator:

Earl Gray, Simpson Grierson (New Zealand)

#### Speakers:

Alan Adcock, Tilleke & Gibbins (Thailand)

Michael Soo, Shook Lin & Bok (Malaysia)

Mary Still, Clayton Utz (Australia)

##### RW02 Regional Update: Africa—The Implementation of International IP Treaties in Africa

*Advanced Level*

*SDCC Room 6C*

The world is increasingly becoming a global village, and

the intellectual property terrain is no exception to this phenomenon. With this movement toward economic, financial, communication and trade integration comes the need to ensure that appropriate mechanisms are in place to create an enabling environment that promotes the elimination of barriers between nations on a global level.

The implementation of international IP treaties in Africa is one of the ways this global integration can be achieved; however, is Africa really ready to join this global train? Or is a hybrid model more suited to the African terrain, given its unique makeup?

This session will look at the many international IP treaties and examine how well and to what extent they have been successfully implemented in the African region. Speakers will discuss the treaties' objectives, the adoption of these treaties by African countries, their suitability or otherwise, and the perceived advantages and benefits. Speakers will also highlight the real and present challenges for implementation faced by each nation.

#### Moderator:

Chinyere Anayo Okorocho, Jackson, Etti, Edu & Co. (Nigeria)

#### Speakers:

Dr. Paulin Edou Edou, Organisation Africaine de la Propriété  
Intellectuelle (OAPI) (Cameroon)

Uwa Ohiku, Jackson, Etti, Edu & Co. (Nigeria)

Wayne Meiring, Spoor & Fisher Jersey (South Africa)

### 10:30 am–11:30 am

#### Speed Networking

*SDCC Hall B1*

Join us in the Exhibition Hall for Speed Networking, a fun and interactive way to find new business associates and expand your network. Your one-hour commitment can potentially produce long-term business contacts and friendships.

**Who should attend:** New members and non-members, first-time registrants, and experienced Annual Meeting registrants interested in meeting new contacts.

There is no fee to participate, but a one-hour commitment is required from each participant. Admittance is on a first-come, first-served basis. Once capacity at the tables is reached, participants who did not secure a spot at a table will be asked to return later for a different session.

### 11:00 am–12:00 pm

#### COMMITTEE MEETING

##### Governance Task Force

*SDCC Room 23A*

### 11:30 am–1:30 pm

#### COMMITTEE MEETING

##### EU Observatory Joint Task Force

*SDCC Room 4*

### 11:45 am–1:00 pm

#### CONCURRENT SESSIONS

##### CW20 Are “Not So Well-Known” Trademarks Protectable in China?

Advanced Level  
SDCC Room 6F

China has legislative protection for “well-known trademarks”, but many foreign brands that have a strong reputation in their home jurisdictions do not reach the high threshold of “well-known trademarks” in China. Similarly, while many companies have house brands that may be well known in China, their secondary brands are less so. This panel will discuss practical suggestions for how brand owners can think out of the box to protect these marks, such as use of copyrights and other strategies, as well as discuss examples of successful cases.

**Moderator:**

Shirley Kwok, Ribeiro Hui (Hong Kong, SAR)

**Speaker:**

Minnie Alexander, Campbell Soup Company (United States)

Karen Law, Alibaba Group (Hong Kong SAR, China)

Emmanuelle Prono, Techtronic Industries Co., Ltd (Hong Kong SAR, China)

Judge Wang Yanfang, SPC IP Tribunal (China)

**CW21 Protecting and Enforcing Color Marks: An International Perspective**

Intermediate to Advanced Level

SDCC Room 6B

Panelists from different jurisdictions will discuss:

- Whether and how color marks can be protected in their country.
- Limitations on color protection.
- Best practices for registering color marks.

**Moderator:**

Slobodan Petosevic, Petosevic (Luxemburg)

**Speakers:**

Christopher Turk, The H.D. Lee Company, Inc. (United States)

Deanna Wong, Hogan Lovells (Hong Kong SAR)

**IW20 Industry Breakout: Fashion Forward**

Intermediate Level

SDCC Room 6C

Speakers from the industry will discuss current issues of interest regarding intellectual property protection in the fashion arena, including:

- Fashion week primer—intellectual property management for a runway show (music, models, photographers, videographers, online and social media use).
- Updates in fashion design protection, and evaluation of best practices to protect fashion design through trademark, trade dress, copyright and patent.
- Fashion and technology—3D printing and wearable technology.
- Copyright, trademark and patent trolls.

**Moderator:**

Pamela Weinstock, Kenneth Cole Productions, Inc. (United States)

**Speakers:**

Michael J. Allan, Steptoe & Johnson LLP (United States)

Barbara Kolsun, Stuart Weitzman (United States)

Theodore C. Max, Sheppard, Mullin, Richter & Hampton LLP (United States)

**IW21 Industry Breakout: The Nonprofit Industry—Nonprofit Trademark Protection and Nonprofit Association Brand Protection Challenges**

Beginner Level

SDCC Room 6D

Do you have nonprofit clients or an interest in representing nonprofits? Global brand protection can be challenging on any budget, but nonprofits have tighter budgets than most. Nonprofit associations present their own difficulties, as the membership can be the biggest asset as well as the biggest challenge.

This panel will discuss some of the unique challenges nonprofits face in brand protection, from several different geographic perspectives. Specifically, this panel will help guide you and give helpful pointers on:

- What types of trademark protection are available.
- Global brand protection on a local budget.
- Creating rules and guidelines for use of the marks by the membership.
- Avoiding naked licensing.

**Moderator:**

Jomarie B. Fredericks, Rotary International (United States)

**Speakers:**

Robert Kelvin Cooper, Minter Ellison (Australia)

Tom Albertini, J A Kemp (United Kingdom)

Alan Drewsen, Retired, former Executive Director, International Trademark Association, and former General Counsel, Empire Blue Cross Blue Shield (United States)

**12:00 pm–1:00 pm**

**Speed Networking**

SDCC Hall B

**12:00 pm–2:45 pm**

**Networking Excursions: San Diego Harbor Cruise**

(Advance registration required)

Departs from SDCC

**1:15 pm–3:15 pm**

**Luncheon Table Topics**

SDCC Room 6A

**6:00 pm–10:00 pm**

**Grand Finale: Gaslamp Quarter Block Party**

The Gaslamp Quarter Block Party will be held on Fifth Avenue, right across from the SDCC, where guests will enjoy the freedom of moving from restaurant to restaurant, experiencing an array of cuisines, entertainment and networking opportunities exclusive to INTA. Registrants will have access to all the unique storefronts and restaurants on the block and can take in the traditional gas lamps, scenery and historic architecture of the neighborhood while enjoying the final night of the Annual Meeting in San Diego.

tmap — Trademark Administrators & Practitioners Meeting  
ALICANTE, SPAIN october 13th–15th

## Join us in Alicante!

Visit [www.inta.org/2015tmap](http://www.inta.org/2015tmap)

**LEADERSHIP MEETING**  
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**PANAMÁ**

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DECEMBER 10 – DECEMBER 11 • ROME, ITALY

# Interplay

BETWEEN TRADEMARKS, GEOGRAPHIC NAMES AND INDICATIONS

## Join us in Rome!

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# General Information



SDCC: San Diego Convention Center

## Annual Meeting Mobile App

The Annual Meeting Mobile App allows you to design your own schedule and offers instant access to the meeting program, exhibit and sponsor information and floor plans.

**New this year**—you will be able to use the app across multiple devices without losing any data already saved to the app. When you first open the app, you will be prompted to enter an email address and a password, which you can use to log into the app on other devices.

Go to either the Apple App Store or the Google Play Store and search for “INTA 2015” or visit [www.tripbuildermedia.com/apps/inta2015](http://www.tripbuildermedia.com/apps/inta2015) to download to your phone, tablet or computer. You can also bookmark the link on your PC for easy access to the mobile Web-enabled site.

## Attendee Portal

The online Attendee Portal contains course materials and speaker biographies. Within one month after the Annual Meeting, it will be updated with copies of the presentations and audio from the sessions. Visit <http://applications.inta.org/cmmeet/15am> to access materials.

## Continental Breakfast

Continental breakfast is provided Saturday through Wednesday from 8:00 am to 10:00 am in the Hospitality area. Beverages are available throughout the day.

## Committee Meetings

A list of committee meetings and specific room locations can be found on the schedule-by-day inserts. You must be a member of an INTA committee to attend a meeting. Continental breakfast is served at meetings that start before 10:00 am. Lunch is served at committee meetings that start between 12:30 pm and 2:00 pm.

## Continuing Legal Education (CLE) and Continuing Professional Development (CPD)

CLE credit and CPD points are available for U.S. and international attorneys, respectively. You can earn credit by attending the scheduled educational sessions from Saturday, May 2, through Wednesday, May 6. To receive credit, registrants must have their badges scanned upon entering the door of the session room. After the meeting, registrants will be able to download a certificate of attendance. Starting Monday morning visit the CLE Desk located on the upper level with any questions.

## Educational Sessions

*SDCC Upper Level*  
Educational sessions bring you up to date on a wide variety of trademark law and related issues. Registrants of educational sessions are eligible for CLE credits and CPD points. Scan your badge at the session door to receive credit.

## Guests

Registrants can purchase guest tickets for specific events at the Annual Meeting only: you may purchase guest tickets for the Opening Ceremony and Welcome Reception (Sunday, May 3, 4:00 pm–7:30 pm) and/or for the Grand Finale (Wednesday, May 6, 6:00 pm–10:00 pm).

A guest ticket will give access only to the event(s) purchased. Tickets will be collected at the entrance to the Opening Ceremony and Welcome Reception and the Grand Finale. Guests will not have access to the Hospitality area, the Exhibition Hall, the continental breakfasts or food served in these areas or to the educational sessions. Guest tickets are nonrefundable and nontransferable.

The City of San Diego prohibits minors under the age of 21 years old from attending functions on city property where alcohol is served. Minors will not be permitted to purchase a ticket or attend the Gaslamp Block Party. This includes children who may be carried or in strollers.

## INTA Daily News

Distributed daily to meeting registrants, the *INTA Daily News* features a mix of news, photographs and commentary from registrants, as well as in-depth interviews and news pieces about brand management, trademark law and information about San Diego. Pick up your copy every morning when you enter the SDCC.

## Internet Access

Registrants can access their personal and business email accounts and print course materials at the E-Access Pavilion, located in the Hospitality area. There will also be free wireless Internet in the public lobby areas of the SDCC and the Hospitality area.

## Meeting Points

Meeting points for first time attendees and young practitioners will be set up at the Opening Reception and

the Grand Finale. Signs at the Opening Reception will designate where you can meet others who are attending the meeting for the first time or are young practitioners looking to network. At the Grand Finale, you will be able to find the meeting points on the map handed to you when you arrive.

## New Mothers Room

INTA has arranged for a room at the San Diego Marriott Marquis to be available for new mothers who are nursing. The room is available from 8:00 am–8:00 pm beginning Saturday, May 2–Tuesday, May 5. On Wednesday, May 6 access hours are 8:00 am–5:00 pm. Keys can be picked up at the ‘All Services’ registration desk in Hall A of the SDCC. Should you require this service, please contact Tricia Simpson at [tsimpson@inta.org](mailto:tsimpson@inta.org).

## No Smoking Policy

For the comfort and health of all registrants, smoking is not permitted except in designated areas.

## Online Attendee Directory

You can access the Attendee Directory in real time, via the Attendee Portal from your computer, at the E-Access Pavilion and on the Annual Meeting Mobile App.

## Social Media

Join the conversation online: Follow @INTA on Twitter and include #INTA15, the official Annual Meeting hashtag, in your own tweets. Throughout the meeting we will also be active on Facebook at [www.facebook.com/GoINTA](http://www.facebook.com/GoINTA). Also visit our dedicated Annual Meeting LinkedIn group, accessible via the INTA LinkedIn page.

## Table Topics

*SDCC Room 64*  
More than 250 moderated Table Topic discussions on a wide variety of timely and important issues offer the opportunity to network with your colleagues and enjoy a meal in the process. Pre-registration for these events is encouraged. Table Topics are not eligible for CLE credit or CPD points. If tickets for a certain Table Topic are still available, you can purchase them for US \$50 at the door. Tickets are nonrefundable. A full list of Table Topics is available on the Annual Meeting Mobile App or on [www.inta.org/2015AM](http://www.inta.org/2015AM).

## Tours

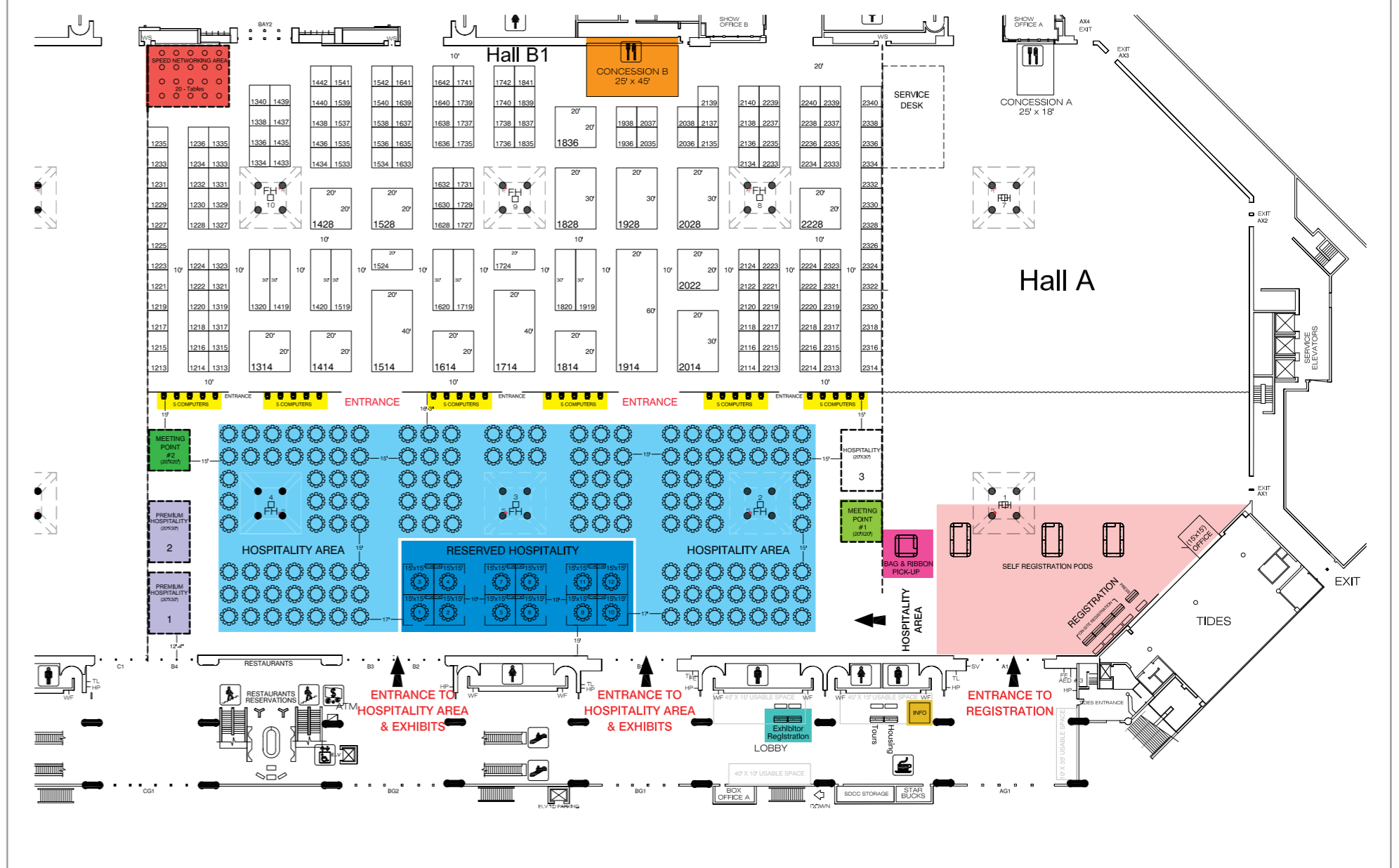
If you bring guests to San Diego, please visit the Tours Desk near Registration for tour options that allow them to see and experience all that San Diego has to offer. Networking excursions listed in the program are exclusive to registrants.

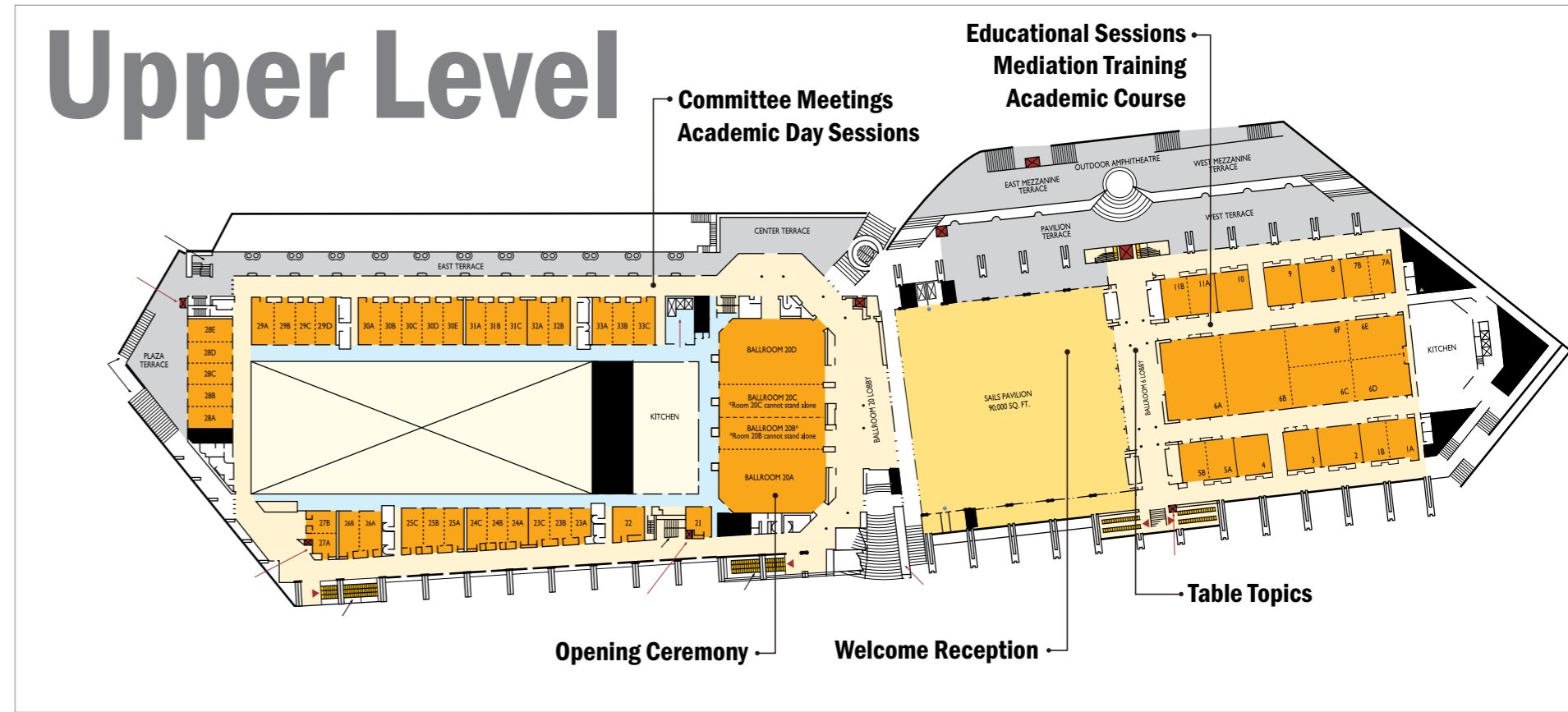
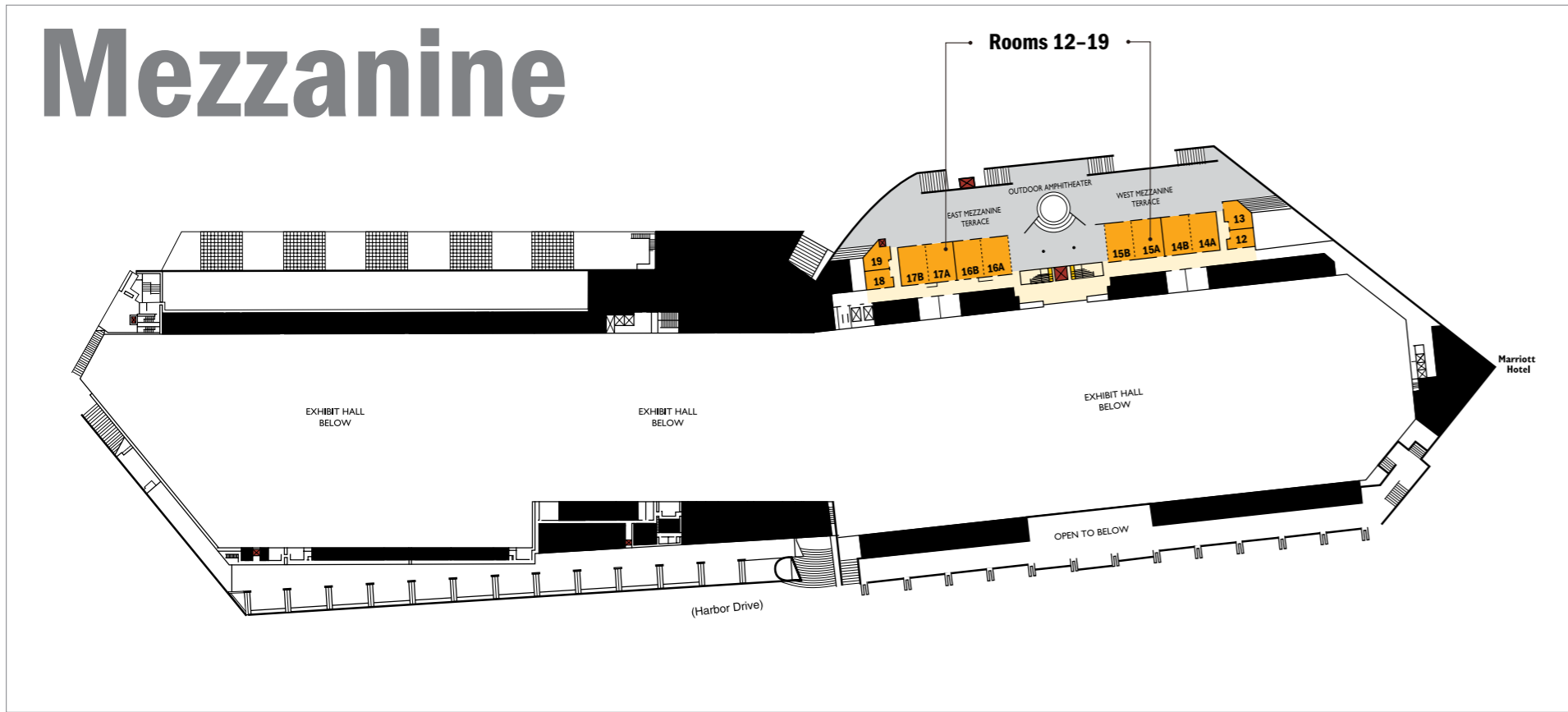
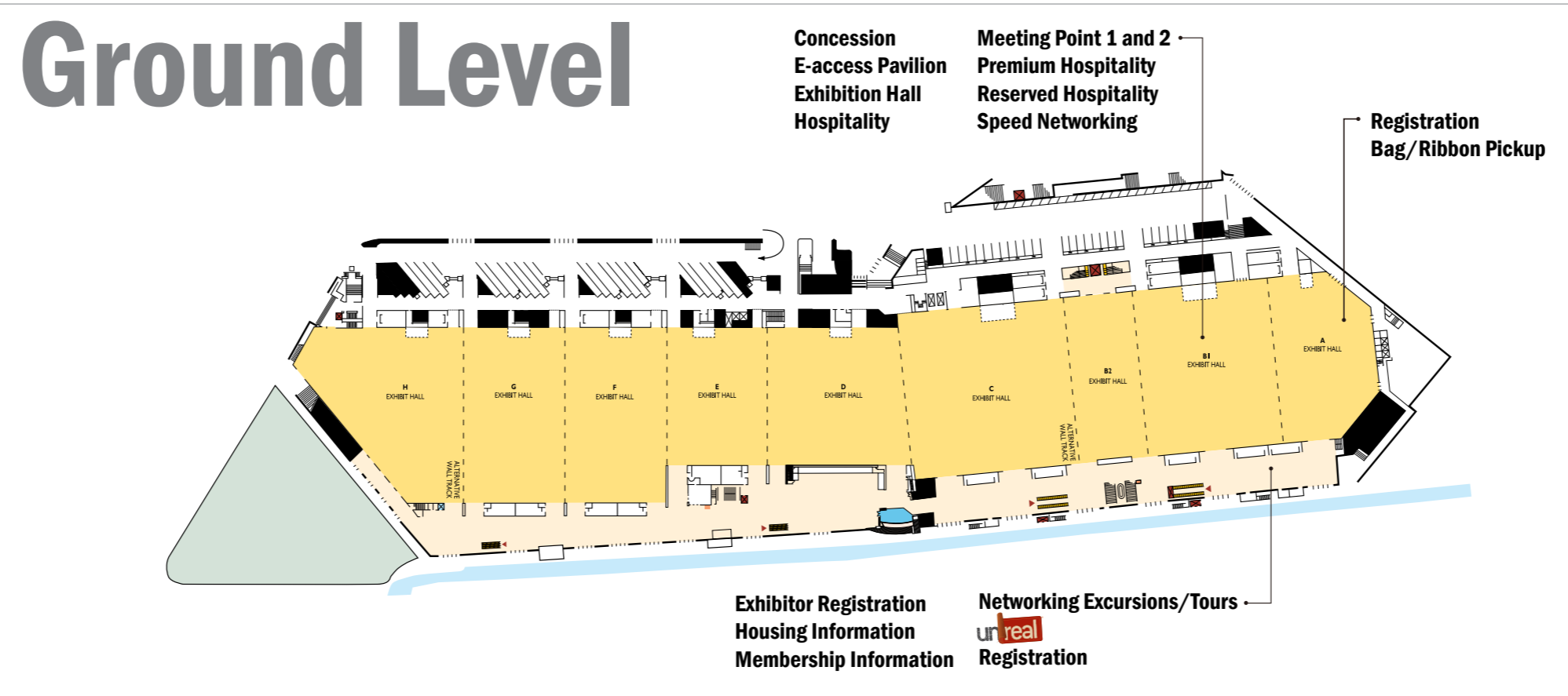
## Transportation

San Diego is a very walkable city and the majority of the hotels are within a 15-minute walk of the SDCC. The city offers plenty of options for public transportation, be it by trolley, train, bus, taxi, ferry or even limousine. To explore all of your transportation options, visit the San Diego kiosk. INTA will not provide daily shuttle service to or from the SDCC during the Annual Meeting.

# SDCC: Exhibition Hall

Bag/Ribbon Pick-up	Hospitality	Meeting Point 1
Concession	Premium Hospitality	Meeting Point 2
e-Access Pavilion	Reserved Hospitality	Registration
Exhibitor Registration	Information	Speed Networking





## Sponsors

**SAN-DIEGO**  
137TH ANNUAL MEETING MAY 2 • MAY 6 2015



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Contact Paula Lee, Manager, Exhibits & Sponsorships, at [plee@inta.org](mailto:plee@inta.org) or +1-212-642-1721.



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### City Map Sponsor



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### Conference Bag Sponsor

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Patrx has nearly two decades of experience delivering IP software and service solutions serving clients in more than 50 countries. With our IP management system, Patricia®, and comprehensive payment services, we provide the most cost-effective way for organizations to reduce costs, minimize risk, improve profitability and increase productivity.

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**Website:** [www.candcip.in](http://www.candcip.in); **Email:** [info@candcip.in](mailto:info@candcip.in)

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**Website:** www.corporate.101domain.com

**Email:** corporate@101domain.com

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**Email:** sales@acumass.com

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**Website:** www.afilias.info

**Email:** rlaplante@afilias.info

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**Booth Number: 1637**

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**Website:** www.aripo.org

**Email:** mail@aripo.org; cpundo@aripo.org

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**Website:** www.aippi.org

**Email:** mail@aippi.org

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**Website:** www.aliassociates.com.pk

**Email:** info@aliassociates.com.pk

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**Website:** www.asialih.com

**Email:** asialih@asialih.com

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**Website:** www.anaqua.com

**Email:** info@anaqua.com

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**Website:** www.anatip.com

**Email:** trademarks@anatip.com

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**Website:** www.lawyerecuador.com

**Email:** mandrade@baclaw.ec

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**Website:** www.appdetex.com

**Email:** faisal@appdetex.com

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**Website:** www.ams-inc.com

**Email:** hsenyokoff@ams-inc.com

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**Website:** www.asiaiplaw.com

**Email:** dbarton@asiaiplaw.com

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**Booth Number: 1235**

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**Website:** www.asiaipex.com

**Email:** asiaipex@hktdc.org

### **ASIPI**

**Booth Number: 2323**

**Profile:** ASIPI is a nonprofit association and its main objective is to promote the development and harmonization of intellectual property laws and procedures in the Americas. Today, ASIPI is an association of more than 1,200 members from different countries around the world.

**Website:** www.asipi.org

**Email:** presidencia@asipi.org

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**Website:** www.dachengnet.com/en

**Email:** jiangang.shang@dachenglaw.com

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**Website:** www.huaip.com

**Email:** info@huaip.com

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**Website:** www.iphouse.cn

**Email:** service@iphouse.cn

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**Profile:** A Professional IP firm with over ten years' experience.

**Website:** www.saintbuild.com

**Email:** zmtlid@zmtl.com

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#### **Agency Ltd.**

**Booth Number: 1614**

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**Website:** www.sanyouip.com

**Email:** sanyou@sanyouip.com

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**Website:** www.bpmlaw.com

**Email:** pjacobson@bpmlaw.com

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**Website:** www.it4ip.com

**Email:** sales@it4ip.com

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**Website:** www.bna.com

**Email:** www.bna.com/contact-us

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**Website:** www.brandinstitute.com

**Email:** lmejia@brandinstitute.com

### **BrandProtect**

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**Website:** www.brandprotect.com

**Email:** info@brandprotect.com

### **BrandShield Ltd.**

**Booth Number: 1313, 1315**

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**Website:** www.BrandShield.com

**Email:** sales@BrandShield.com

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**Website:** www.burnslev.com

**Email:** aritchie@burnslev.com

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**Booth Number: 2314**

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**Website:** www.CaribbeanTrademarks.com

**Email:** IP@CaribbeanTrademarks.com

### **CheckMark Network**

**Booth Number: 2217, 2219**

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**Website:** www.checkmarknetwork.com

**Email:** info@checkmarknetwork.com

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**Website:** www.chinaipmagazine.com/en/

**Email:** chinaip@hurrymedia.com

### **China Internet Network Information Center (CNNIC)**

**Booth Number: 2339**

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**Website:** www.cnnic.cn

**Email:** yanwenshan@cnnic.cn

### **Christodoulos G. Vassiliades & Co. LLC**

**Booth Number: 2319**

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**Website:** www.vasslaw.com

**Email:** cgv@vasslaw.net

### **Cislo & Thomas LLP**

**Booth Number: 1539**

**Profile:** Cislo & Thomas LLP is an Intellectual Property law firm which handles all aspects of patent, copyright, trademark filing and IP litigation matters. Recently, Cislo & Thomas launched PatentFiler.com, a quick and cost-effective way to file Provisional Patent Applications online with the USPTO.

**Website:** www.cislo.com

**Email:** dan@cislo.com

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**Booth Number: 1919**

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**Website:** www.computerpackages.com

**Email:** kmcmanus@computerpackages.com

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**Website:** www.consor.com

**Email:** info@consor.com

### **Copyright Clearance Center**

**Booth Number: 1735**

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**Website:** www.copyright.com

**Email:** info@copyright.com

### **Corsearch**

**Booth Number: 1714**

**Profile:** Best-in-class research, in-depth understanding of industry workflows, and unparalleled service are hallmarks of Corsearch solutions. Our innovative platform and client focus are why practitioners entrust us with their brand clearance and protection needs, covering 150+ jurisdictions globally.

**Website:** www.corsearch.com

**Email:** corsearchcommunications@volterskluer.com

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**Website:** www.cpaglobal.com

**Email:** ipinfo@cpaglobal.com

### **CSC Digital Brand Services**

**Booth Number: 1719**

**Profile:** CSC Digital Brand Services helps organizations manage their brands online. Customers trust us to protect their digital assets, monitor their brands for infringement, and enforce their IP rights when necessary. With a truly global footprint, CSC is the world's largest corporate domain name registrar.

**Website:** www.cscglobal.com

**Email:** dbservices@cscglobal.com

## Darts-ip

**Booth Number: 2028**

**Profile:** Darts-ip is the Global IP Case Law Database relied on by over 20,000 lawyers, IP consultants and in-house counsel to help find cases that matter and gain IP insight. Darts-ip collects decisions from over 2,400 courts worldwide and currently has over 2 million cases, all analyzed by local experts.

**Website:** www.darts-ip.com

**Email:** info@darts-ip.com

## Deloitte

**Booth Number: 1221, 1223**

**Profile:** Deloitte is the brand under which tens of thousands of dedicated professionals in independent firms throughout the world collaborate to provide services to their clients across the following services offerings: Audit; Consulting; Financial Advisory; Enterprise Risk Services and Tax & Legal.

**Website:** www.deloitte.com

**Email:** jcorstens@deloitte.com

## Dennemeyer Group

**Booth Number: 1914**

**Profile:** For over 50 years Dennemeyer has been the first choice for full-service global IP management. We provide high-quality Trademark & Patent Portfolio Services, IP Consulting & cutting-edge Software Solutions. Our flagship product DIAMS iQ combines the advantages of client-server and web-based systems.

**Website:** www.dennemeyer.com

**Email:** info@dennemeyer.com

## Donuts Inc.

**Booth Number: 2324**

**Profile:** Donuts manages the largest number of top-level domain names in the world - operating more than 150 of the Internet's new domain suffixes. This evolution to the Internet space provides new choices, enabling businesses and consumers the option to secure short, relevant and meaningful domain names.

**Website:** www.donuts.co

**Email:** bob@donuts.co

## Dragon Intellectual Property Law Firm

**Booth Number: 1639**

**Profile:** Dragon Intellectual Property Law Firm (DRAGON IP) is a leading foreign-related intellectual property law firm in China, officially authorized in 1998 by the State Intellectual Property Office (SIPO) of China as one of the few Chinese law firms qualified for handling foreign IP matters.

**Website:** www.dragonip.com

**Email:** zhangjingqiang@dragonip.com;

haoliq@dragonip.com

## EisnerAmper LLP

**Booth Number: 1642**

**Profile:** Licensing generates revenue, enhances awareness and adds value to Intellectual Property owners. EisnerAmper's Royalty Audit and Contract Compliance services help licensors reduce revenue slippage, protect value and provide essential information on the activities of licensees and partners.

**Website:** www.eisneramper.com

**Email:** Lewis.Stark@eisneramper.com

## Encirca

**Booth Number: 1636, 1638**

**Profile:** EnCirca is an ICANN Registrar and TMCH Agent that provides customized registration and authentication services, including the exclusive Registrar for the dot-brand .Realtor and leading registrar for restricted TLDs, such as .Bank and .Pharmacy. Visit EnCirca at booth #1636, 1638 to learn about a special promotion for .Attorney and .Lawyer.

**Website:** www.encirca.com/lawyer

**Email:** tbarrett@encirca.com

## Envoy International Limited

**Booth Number: 1228, 1230**

**Profile:** Envoy provides worldwide IP annuity and renewal services to law firms and corporate IP owners via a secure online portal. Since 2009, Envoy has perfected the combination of first-class service, sophisticated software and low prices to offer the most accomplished renewals solution in the market.

**Website:** www.envoyrenewals.com

**Email:** enquiries@envoyrenewals.com

## Grant Thornton Alyafi IP Group

**Booth Number: 2022**

**Profile:** Grant Thornton Alyafi IP Group provides a full range of prosecution, litigation and other IP services in Arabic countries. The company is ranked as the top IP service provider in the region namely: UAE-Qatar-Jordan-Egypt-Sudan-Saudi Arabia-Yemen- Oman-Algeria-Libya-Morocco-Kuwait-Lebanon-Bahrain-Tunisia-Syria-Iraq.

**Website:** www.gtyafi.com

**Email:** ips@gtyafi.com

## Hengdu Law Offices

**Booth Number: 1641**

**Profile:** Hengdu Law offices is a high-end law firm that focuses on IP dispute resolution. Hengdu headquarters in Beijing and has many branches in China. Hengdu has been awarded as 2015 Top 5 Firms to Watch and 2013 China's Best IP Firm by Asian Legal Business and 2015 Leaders in their field by Chambers.

**Website:** www.hengdulaw.com

**Email:** hengdulaw@hengdulaw.com

## HSM IP

**Booth Number: 1820**

**Profile:** HSM IP provides worldwide IP services with a specialist Caribbean practice. Based in the Cayman Islands our experienced team delivers first-class service to a broad client base which include major brand owners, law firms and specialist IP practices. We offer competitive fixed fees and e-billing.

**Website:** www.hsmoffice.com

**Email:** hmoses@hsmoffice.com

## Huyi Global Internet Trademark Top-Level Domain Registry

**Booth Number: 1841**

**Profile:** Huyi Global, operator of the “.商标” (pronounced Shang Biao) domain extension, is one of the world's 1st Chinese extensions delegated by ICANN. “.商标” (“Trademark” in Chinese), empowers global trademark owners to protect and promote their trademarks online in China and among Chinese-speakers worldwide.

**Website:** www.internettrademark.com

**Email:** international@internettrademark.com

## ICM Registry

**Booth Number: 1217, 1219**

**Profile:** ICM Registry provides trademark owners and brand managers a variety of rights protection mechanisms in our new adult-related TLDs. We encourage you to learn more about our new TLDs and our brand management tools so that you can mark and promote your online territory.

**Website:** www.icmregistry.com

**Email:** support@icmregistry.com

## INLEX AFRICA

**Booth Number: 2337**

**Profile:** INLEX AFRICA is the first French Intellectual Property Firm located in AFRICA. Opened on June 2014, our Office located in Cameroon is composed of Jeremy GIACOPAZZI (OAPI Trademark & Patent Attorney) and Ndala AMINOU (ARIPO Expert).

**Website:** www.inlex-africa.com

**Email:** jgiacopazzi@inlex-africa.com

## Innotrack Intellectual Property Law Firm

**Booth Number: 2322**

**Profile:** Innotrack was founded by a team of experienced IP attorneys, who have worked in this field for several decades. We offer a full range of IP services: Prosecutions and litigations; patent applications and invalidations; trademark applications and oppositions; and copyright registrations.

**Website:** www.innotrack.vn

**Email:** oversea@innotrack.com

## inovia

**Booth Number: 1835**

**Profile:** inovia is the global leader in foreign patent filing, having served more than 1,500 clients. Its global instruction platform, inovia.com, simplifies the PCT national stage entry, direct (Paris Convention) filing and European validation processes. Offices in New York, London, Munich, and Sydney.

**Website:** www.inovia.com

**Email:** marketingteam@inovia.com

## Integra IP Ltd

**Booth Number: 1220**

**Profile:** Integra IP Ltd is a leading Intellectual Property Investigations and Risk Management company headquartered in the United Kingdom with regional offices located in Hong Kong and Auckland New Zealand. Integra IP Ltd provides brand protection and commercial intelligence solutions worldwide.

**Website:** www.integraip.co.uk

**Email:** simon.greatorex@integraip.co.uk

## Intellectual Asset Management (IAM)

**Booth Number: 1340**

**Profile:** Intellectual Asset Management is a unique publication which reports on intellectual property as a business asset and focuses on the many ways in which it can be used to create significant corporate value. For more information please visit www.iam-magazine.com

**Website:** www.iam-media.com

**Email:** info@iam-media.com

## Intellectual Property Online Ltd.

**Booth Number: 1628, 1630**

**Profile:** Intellectual Property Online have been providing trademark management software since 1997. Globally, we have over 500 unique clients using the WebTMS software. WebTMS encourages efficient case management for all IP matters. SaaS, Installed, and Hosted options are available.

**Website:** www.webtms.com

**Email:** info@ippo.com

## INVESTIP

**Booth Number: 1739**

**Profile:** Founded in 1988, INVESTIP is one of the first IP law firms in Vietnam. Our team of more than 70 dedicated professionals aspires to provide our clients with the best services in IP matters. Our IP practice covers not only Vietnam, but also other countries, especially Laos, Cambodia and Myanmar.

**Website:** www.investip.vn

**Email:** investip.hn@hn.vnn.vn

## InnvTree IP Services

**Booth Number: 2240**

**Profile:** InnvTree provides prior art search, patent specification drafting and prosecution support services to in-house IP counsel and law firms in US, Europe and other jurisdictions. InnvTree is a preferred partner to companies, law firms and individuals seeking Indian patent and trademark filing and prosecution services. InnvTree has its delivery center in Bangalore, India.

**Website:** www.innvtree.com

**Email:** contact@innvtree.com

## IP-COSTER Network

**Booth Number: 2238**

**Profile:** IP-COSTER is an online network, open and free for any person practicing Intellectual Property, designed to facilitate the IP registration process worldwide. IP-COSTER provides accurate cost estimates, direct foreign filings and workflow solutions for patents, trademarks and industrial designs.

**Website:** www.ip-coster.com

**Email:** info@ip-coster.com

## IPmetrics Intellectual Property Consulting

**Booth Number: 1740**

**Profile:** IPmetrics Intellectual Property Consulting specializes in the valuation and monetization of intellectual property and intangible assets, as well as the provision of expert witness services related to the assessment of economic damages and the evaluation of confusion & dilution issues in litigation.

**Website:** www.ipmetrics.com

**Email:** info@ipmetrics.com

## IPPro The Internet

**Booth Number: 2317**

**Profile:** IPPro The Internet is the key resource for professionals who enforce, protect and promote IP online. It covers the entire spectrum of intellectual property as it relates to the internet, from trademark infringement cases to the increasingly complex domain name space.

**Website:** www.ipprotheinternet.com

**Email:** carlosnorton@ipprotheinternet.com

## IPTrader

**Booth Number: 2338**

**Profile:** Established as an intellectual property monetization and commercialization firm, IPTraderTM provides industry leading products and services. IPTraderTM offers brokerage, licensing, patent rights accumulation, valuation, strategy and consulting and patent mapping/landscaping.

**Website:** www.iptrader.com

**Email:** info@iptrader.com

## IPzen

**Booth Number: 1213, 1215**

**Profile:** IPzen is a new Intellectual Property management software. Designed by trademark attorneys for companies, Ipzen is a modern web-based tool, which is cloud hosted and available as a SaaS solution; in addition to that, it is an easy-to-use software.

**Website:** www.ipzen.com

**Email:** contact@ipzen.com

## IRANTM.COM

**Booth Number: 1839**

**Profile:** IRANTM.Com is the only platform providing online and real-time trademark searches for Iran. You may conduct free online trademark searches among trademark applications in Iran. We provide full services from filing to prosecution and enforcement of IP rights in Iran.

**Website:** www.irantm.com

**Email:** info@irantm.com

## Jiaquan IP Law Firm

**Booth Number: 1222, 1224**

**Profile:** Since 1985, Jiaquan IP Law Firm has been providing whole range of intellectual property service for both Chinese and international clients, from counseling clients on protection strategy, patent and trademark prosecution, portfolio management to litigation.

**Website:** www.jiaquanip.com

**Email:** mail@jiaquanip.com

## Japan Patent Office / JETRO

**Booth Number: 1534, 1536**

**Profile:** The JPO is a Japanese governmental organization specializing in trademarks, patents, utility models and designs. The JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world.

**Website:** www.jpo.go.jp/index.htm

## Kessler International

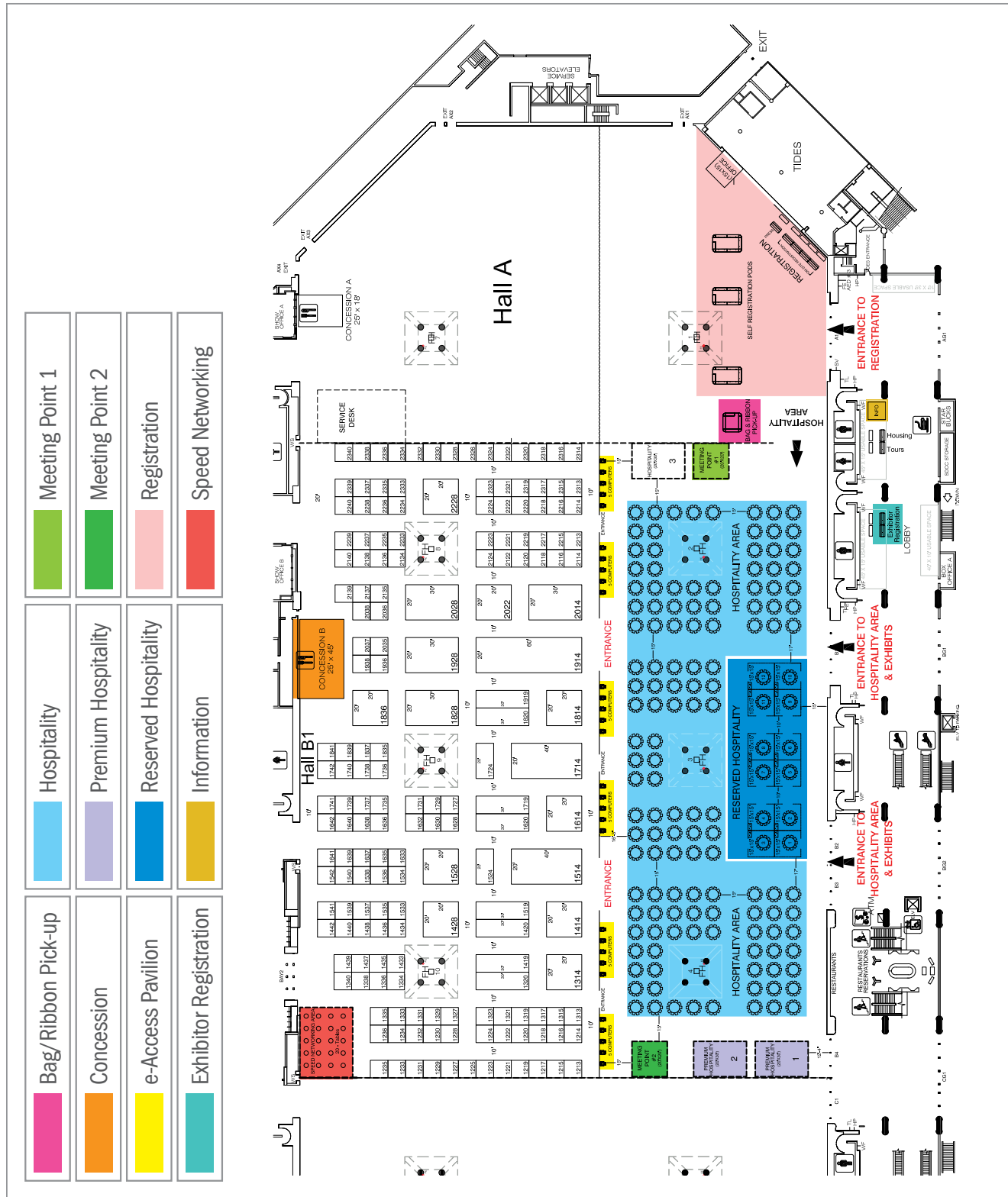
**Booth Number: 2313, 2315**

**Profile:** Kessler International is the recognized world leader in brand protection, providing services including trademark investigations, trademark acquisitions, Internet monitoring, domain acquisitions, royalty compliance audits, anti-counterfeiting, anti-diversion and social media monitoring services.

**Website:** www.investigation.com

**Email:** mail@investigation.com

# SDCC: Exhibition Hall



# SAN DIEGO

**SDCC: San Diego Convention Center**

## KONDRAT & Partners

**Booth Number: 1542**

**Profile:** The firm has a unique team of experienced lawyers and trademark attorneys. Being one of the biggest specialized IP law firms in Poland we have been supporting our clients for many years. Our firm has been ranked second in the OHIM TOP25 Polish Representatives.

**Website:** www.kondrat.pl

**Email:** biuro@kondrat.pl

## KIPO (Korean Intellectual Property Office)

**Booth Number: 1633, 1635**

**Profile:** KIPO is the major governmental authority in charge of intellectual property matters in Korea. Our mission is to help Korea become an advanced country, by providing legal and institutional administration with regard to the creation and utilization of creative, value-added intellectual property

**Website:** www.kipo.go.kr

**Email:** moonju76@korea.kr

## Leaders League Group

**Booth Number: 1936, 1938**

**Profile:** Leaders League is a leading French media and consulting group specialized in Strategy, Finance, and Law. Each month, we track trends and strategies in the world to deliver economics information for decision making to more than 16,000 international leaders.

**Website:** www.magazine-decideurs.com

**Email:** cbeylot@leadersleague.com

## Lehman, Lee & Xu

**Booth Number: 1928**

**Profile:** As one of the first private IP law firms in China and Mongolia, LEHMAN, LEE & XU’s team of over 300 Chinese and foreign lawyers, patent and trademark agents in 31 cities throughout the Greater China and Mongolia provides a full range of IP services.

**Website:** www.lehmanlaw.com

**Email:** mail@ehmanlaw.com

## Lex Machina

**Booth Number: 1323**

**Profile:** Lex Machina provides Legal Analytics to help companies and law firms craft successful IP strategies, win cases, and close deals, with unique data about judges, lawyers, parties, and patents. We enable attorneys for the first time to predict the behaviors and outcomes of different legal strategies.

**Website:** www.lexmachina.com

**Email:** jrathenberg@lexmachina.com

## LexisNexis

**Booth Number: 2114**

**Profile:** LexisNexis Legal & Professional is a leading global provider of content and technology solutions that enables professionals in intellectual property, legal, corporate, tax, government, academic and non-profit organizations to make informed decisions and achieve better business outcomes.

**Website:** www.LexisNexis.com

**Email:** andrew.stein@lexisnexis.com

## Lexsynergy Limited

**Booth Number: 2330, 2332**

**Profile:** Lexsynergy is a leading global domain name registrar and online brand protection specialist. Our niche domain name services are tailored for law firms and trademark owners. We align trademarks with domain names to ensure complete protection and reduce exposure to online risk. Our Domain is Domains.™

**Website:** www.lexsynergy.com

**Email:** info@lexsynergy.com

## The Luzzatto Group

**Booth Number: 2122, 2124**

**Profile:** The Luzzatto Group is one of Israel’s leading Intellectual property specialists with expertise in all aspects of patents, trademarks & designs. The Group’s clients include many of the best-known multinational corporations and brand names as well as the leading companies in Israel.

**Website:** www.luzzatto.co.il

**Email:** mail@luzzatto.co.il

## Madridfiler

**Booth Number: 1737**

**Profile:** We are the leading trademark automation and refusals management provider in the world. Our model is simple: Streamline and automate the entire foreign trademark instruction, preparation, filing and prosecution process to provide clients with the simplicity and cost savings they are looking for.

**Website:** www.madridfiler.com/default

**Email:** lauren.corput@madridfiler.com

## Managing IP

**Booth Number: 1320**

**Profile:** Managing Intellectual Property is the premier

global information resource for IP owners and practitioners, combining a daily updated website, e-newsletters, a monthly magazine, web seminars and events. We provide up-to-date news and in-depth analysis on all major IP issues.

**Website:** www.managingip.com

**Email:** hotline@euromoneyplc.com

## Markify

**Booth Number: 1321**

**Profile:** Markify is the world’s most accurate trademark similarity search and watch service. With the best prices in the industry. Covering a growing number of databases around the world. Offer: Contact us to get extensive testing for free.

**Website:** www.markify.com

**Email:** benoit@markify.com

## MARKPRO

**Booth Number: 1736, 1738**

**Profile:** Since 1992, Markpro with offices in KR, CN, JP, UK and US provides secure and cost-effective services of payment of patent annuities, design and trademark renewals all over the world as well as trademark search, technology transfer and IP portfolio management software.

**Website:** www.markpro.com

**Email:** markpro@markpro.com

## Marksmen

**Booth Number: 2036, 2038**

**Profile:** For 17 years Marksmen has been a world leader in IP investigations, acquisitions and other brand protection services. Whether you need trademark “use” investigations, test purchases, domain name acquisitions or online brand-monitoring, trust Marksmen to be your partner in protecting your IP.

**Website:** www.marksmen.com

**Email:** rgaines@marksmen.com

## Med-ERRS

**Booth Number: 2234**

**Profile:** Med-ERRS evaluates trademarks to reduce the risk of medication errors. We assess for look-alike and sound-alike confusability of TMs with other drug names internationally. Med-ERRS screens TMs for regulatory and promotional conflicts and analyzes naming issues that may affect TM approval.

**Website:** www.med-errs.com

**Email:** dbernstein@med-errs.com

## MIKHAILYUK, SOROKOLAT AND PARTNERS Patent and Trademarks Attorneys

**Booth Number: 2222, 2224**

**Profile:** Full range IP service company in all ex-USSR countries. Integrated dynamic system of professional representation in IP prosecution, litigation, searches in Ukraine, Russia, Georgia, Kazakhstan, Armenia, Azerbaijan,

Belarus, Estonia, Latvia, Lithuania, Moldova, Tajikistan, Turkmenistan, and Uzbekistan

**Website:** www.msp.ua

**Email:** office@mikhailyuk.com; office@msp.ua

## Minds + Machines

**Booth Number: 1632**

**Profile:** Minds + Machines (LSE:MMX) is a leading owner and operator of new generic top-level domains (“gTLDs”), and provides registry services to a range of high-profile clients. The Group also provides domain name services to consumers through its wholly-owned registrar operations in the U.S. and Europe.

**Website:** www.mindsandmachines.com

**Email:** reg@mindsandmachines.com

## NCC Group

**Booth Number: 2140**

**Profile:** NCC Group is a global information assurance specialist providing organizations worldwide with expert escrow, verification, security consulting, website performance, software testing and domain services. We are passionate about changing the shape of the Internet and making it a safer place to be.

**Website:** www.nccgroup.com

**Email:** response@nccgroup.com

## Nevium Intellectual Property Solutions

**Booth Number: 1331**

**Profile:** Specializing in the valuation, licensing and management of intellectual property. Expert witness testimony is focused on calculating economic damages for infringement related to brands, rights of publicity, copyrights and trademarks. Experience in social media, advertising and Internet disputes.

**Website:** www.nevium.com

**Email:** info@nevium.com

## O P Solutions, Inc. (PATTSY)

**Booth Number: 2214**

**Profile:** Setting the bar for IP Management Software for 25 years. PATTSY features an intuitive user interface, web accessibility, IDS management, validation with private PAIR, TSDR and international web sites, user-friendly report writer, automated correspondence, Outlook Calendar integration and much more.

**Website:** www.pattsy.com

**Email:** sales@opsolutions.com

## OAPI

**Booth Number: 1538**

**Profile:** IP Office of 17 Central, West Africa & Indian Ocean states. OAPI register among other, patents, utility models, designs, GIs & trademarks. The proceedings are centralized. Since March 5, 2015,OAPI is party to the Protocol relating to the Madrid system concerning international registration of marks.

**Website:** www.oapi.int

**Email:** oapi@oapi.int

## The Office for Harmonization in the Internal Market (OHIM)

**Booth Number: 1528**

**Profile:** The OHIM is the European Union agency responsible for managing two important vehicles for the protection of creativity and innovation – the CTM and RCD. OHIM registers around 100,000 CTMs and 75,000 designs annually offering IP protection to a market of more than 500 million consumers.

**Website:** www.oami.europa.eu

**Email:** OHIMcommunicationservice@oami.europa.eu

## One World Labs, Inc.

**Booth Number: 1731**

**Profile:** One World Labs is a security intelligence firm that identifies risks before they’re exploited. We offer access to the world’s largest index of dark content and provide comprehensive assessment and consulting services to protect corporations, governments, and non-profit organizations.

**Website:** www.oneworldlabs.com

**Email:** info@oneworldlabs.com

## ORLOV LAW–IPR IN RUSSIA & THE CIS

**Booth Number: 1640**

**Profile:** We specialize in advising our clients on all aspects of intellectual property in Russia and the CIS from registration to enforcement, as well as commercialization. We work closely with our clients to create clear cut and effective IPR strategies to meet their specific need.

**Website:** www.orlovlaw.com

**Email:** mail@orlovlaw.com

## Oxford University Press

**Booth Number: 2216**

**Profile:** Oxford University Press is a department of the University of Oxford. It furthers the University’s objective of excellence in research, scholarship, and education by publishing worldwide. OUP is committed to developing outstanding resources to support students, scholars and practitioners in all areas.

**Website:** global.oup.com

**Email:** email.custserv.us@oup.com

## PACIFIC PATENT MULTIGLOBAL

**Booth Number: 1540**

**Profile:** PACIFIC PATENT MULTIGLOBAL from INDONESIA formerly PACIFIC PATENT established since 1986, with experience in wide range of Domestic and International IP services covering East Timor, ASEAN, Asia, USA, Africa & Europe. We are committed to protect client’s intellectual creativities.

**Website:** www.pacificpatent.com

**Email:** pacific@pacificpatent.com; pac86@indosat.net.id

## Patrix IP Helpware

**Booth Number: 2014**

**Profile:** With equal knowledge of IP and IT, Patrix provides world class IP Management Software with proven results. We have over 20 years of experience working with a wide international client base from large law firms and corporations to individual practices and smaller firms.

**Website:** www.patrix.com

**Email:** sales@patrix.com

## PETOŠEVIĆ

**Booth Number: 1218**

**Profile:** PETOŠEVIĆ is a full-service IP firm with a team of over 120 people that specializes in IP services throughout the region commonly referred to as Eastern Europe. Today this region is a mix of EU jurisdictions, CIS countries and other former Yugoslavian and USSR countries.

**Website:** www.petosevic.com

**Email:** instructions@petosevic.com

## Pham & Associates

**Booth Number: 1317**

**Profile:** Founded in 1991 with a staff of 120 professionals including 62 IP attorneys, Pham & Associates provides a full range of IP legal services to domestic and international clients. The firm was ranked Tier 1 in IP by Managing IP for 10 years and won Asia IP Vietnam Patent Firm of the Year for 8 years.

**Website:** www.pham.com.vn

**Email:** hanoi@pham.com.vn

## Plainlegal, Inc.

**Booth Number: 1233**

**Profile:** Plainlegal’s software automates administrative and repetitive work for IP professionals. Our intuitive cloud-based IP software collects client information, generates IP filings, and automatically tracks deadlines—all in one easy-to-use software suite.

**Website:** www.plainlegal.com

**Email:** info@plainlegal.com

## Pulpou

**Booth Number: 1442**

**Profile:** We help brands to effectively search and remove Intellectual Property infringements from online marketplaces. We offer both a Software as a Service and a Full Service solution. We are specialized in Latin America.

**Website:** www.pulpou.com

**Email:** contact@pulpou.com

## Quantify IP / Global IP Estimator

**Booth Number: 2120**

**Profile:** Quantify IP is a leader in worldwide Intellectual Property cost-estimating and competitive analysis tools. They are the creator of the well-established and innovative Global IP Estimator. Their software is used by many Fortune 500

companies and by over 70% of the top IP law firms in the US

**Website:** www.quantifyip.com

**Email:** manager@quantifyip.com

## RWS Group

**Booth Number: 1837**

**Profile:** RWS and inovia; two global leaders and innovators in leading-edge IP support services. Together we provide the world’s most comprehensive intellectual property translation, foreign filing and patent search services solutions.

**Website:** www.rws.com

**Email:** rws@rws.com

## Safenames

**Booth Number: 2221, 2223**

**Profile:** Safenames specializes in global domain management and online trademark enforcement for companies across the globe. We offer a consultative approach to managing domains, the launch of new gTLDs, and the registration of ccTLDs. We are also a registered agent for the TMCH.

**Website:** www.safenames.net

**Email:** nasales@safenames.net

## Shah Net Technologies Private Limited

**Booth Number: 1438**

**Profile:** Iolite – Intellectual Property Management Software for the office of IP Owners & Attorneys. Centralized docketing software for Patent, Trademark, Design & Copyright. Manage Local, Madrid & CTM applications. Trademark Watch Tool Services for USPTO, IPO UK & IP India. 20% Discount for INTA Members.

**Website:** www.iolite.net.in

**Email:** sales@shahnet.com

## Singh & Associates, Founder- Manoj K. Singh, Advocates & Solicitors

**Booth Number: 2134, 2136**

**Profile:** An ISO 9001:2008 certified full service international law firm. Head Office: New Delhi. Branch Offices: Mumbai, Bangalore, Ranchi; Associate offices: Patna and Kolkata. Recommended by: Legal 500, IFLR1000, WTR1000, IBLJ, Finance Monthly Law, etc.

**Website:** www.singhassociates.in

**Email:** manoj@singhassociates.in; daizy@singhassociates.in

## SINOFAITH IP GROUP

**Booth Number: 1419**

**Profile:** Sinofaith is a leading one-stop IPR service provider in china. With professional outsourced services, management consulting, and information services, Sinofaith has provided “one-stop” IP protection solutions for a total of over 200 well-known enterprises, including GE, Philips, HP, Samsung, etc.

**Website:** en.sinofaith-ip.com

**Email:** haris.jin@sinofaith-ip.com

## Sjiem Fat & Co.

**Booth Number: 2220**

**Profile:** Sjiem Fat & Co Law Offices, Aruba (Attorneys at Law, Lawyers, Abogados, Advocaten) is a law firm established in Aruba. Our firm was founded in the 1950’s and we have for many years been providing a full range of legal and IP services to local and foreign investors and businesses.

**Website:** www.arubalaw.com

**Email:** doris@arubalaw.com

## Sjiem Fat & Mahabir

**Booth Number: 1727**

**Profile:** Sjiem Fat & Mahabir is engaged exclusively in the practice of intellectual property in Suriname, the Caribbean, the Caribbean Netherlands and the Benelux either by direct contact with the local Registry or our reliable network of IP agents.

**Website:** www.sfmtc.com

**Email:** info@sfmtc.com

## SMAS–IP

**Booth Number: 1428**

**Profile:** SMAS journey dates back to 1964, first as a law firm dealing mainly with commercial, petroleum affairs, litigations, banking and all other legal matters related to day to day business. Throughout the years and with the build-up experience, with 16 branches over the Middle East and North Africa.

**Website:** www.smas-ip.com

**Email:** Saudi@smas-ip.com

## SMD Group–IP Services and Products

**Booth Number: 1519**

**Profile:** We concentrate on IP matters, in particular trademarks, and embrace a wide range of activities. Searching and monitoring is our core business. Moreover, we provide intelligent products and solutions to ease your work as an IP professional, such as search software, IP portfolio management, etc.

**Website:** www.smd-group.info

**Email:** mail@smd-group.info

## S.S. Rana & Co.

**Booth Number: 1231**

**Profile:** S. S. RANA & CO., is a premier IP Law Firm of India and for over 25 years has been providing impeccable legal services to many multinational and Fortune 500 companies in the areas of · Trademarks · Patents · Copyright · Designs · Domain Names · IP Licensing · IP Audit, · Searches · Annuities · Customs · Geographical Indications · Enforcement · Litigation.

**Website:** www.ssrana.in

**Email:** info@ssrana.com

## SUGIMURA International Patent & Trademark Attorneys

**Booth Number: 2228**

**Profile:** SUGIMURA is a leading Japanese IP law firm founded in 1923. With offices in Japan and the United States, SUGIMURA provides convenient IP services to domestic and international clients. SUGIMURA delivers results-oriented solutions and offers customized services tailored to client needs.

**Website:** [www.sugj.pat.co.jp](http://www.sugj.pat.co.jp)

**Email:** [k.sugimura@sugj.pat.co.jp](mailto:k.sugimura@sugj.pat.co.jp)

## Thomson Reuters

**Booth Number: 1514**

**Profile:** Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. Providing solutions that power the intellectual property life cycle from Thomson CompuMark, MarkMonitor, Thomson IP Management Services, Westlaw and Sweet & Maxwell.

**Website:** [www.ip.thomsonreuters.com](http://www.ip.thomsonreuters.com)

**Email:** [compumark.us@thomsonreuters.com](mailto:compumark.us@thomsonreuters.com)

## TM Cloud Inc.

**Booth Number: 2035, 2037**

**Profile:** TM Cloud offers Trademark Docketing and Management Software that utilizes the latest technology and user experience platform, focusing heavily on workflow and easy custom reporting. The software supports boutique to enterprise level clients looking to save time, money, and gain efficiency.

**Website:** [www.TMCloud.com](http://www.TMCloud.com)

**Email:** [Info@TMCloud.com](mailto:Info@TMCloud.com)

## TM TKO, LLC

**Booth Number: 1440**

**Profile:** TM TKO is revolutionizing trademark clearance with instant, statistically-driven trademark knockout search analysis of confusion, non-distinctiveness, and disclaimer risks, all in easy-to-read, data-rich graphs. US preliminary searches only cost \$100!

**Website:** [www.tmtko.com](http://www.tmtko.com)

**Email:** [inquiries@tmtko.com](mailto:inquiries@tmtko.com)

## TRADEMARK.E-Georg Pintz and Partners LLC

**Booth Number: 2239**

**Profile:** As one of the leading patent and trademark offices in Central-Europe we believe that we have to be innovative. This is the reason why we developed the first real-time and online infringement monitoring system that monitors also figures and non-latin websites. Are you interested in trying it?

**Website:** [www.trademark.eu](http://www.trademark.eu)

**Email:** [info@trademark.eu](mailto:info@trademark.eu)

## The Trademark Lawyer Magazine

**Booth Number: 2135**

**Profile:** Published bi-monthly in both hardcopy and electronically via the latest page turning software The Trademark Lawyer Magazine is seen by thousands of legal, branding and marketing professionals around the world. The readership is mainly split between in-house counsel and private practice.

**Website:** [www.trademarklawyermagazine.com](http://www.trademarklawyermagazine.com)

**Email:** [chrise@ctlegalmedia.com](mailto:chrise@ctlegalmedia.com)

## TrademarkNow

**Booth Number: 2137**

**Profile:** TrademarkNow provides an intelligent, web-based trademark management platform that is used for instant comprehensive trademark search and watch results. While the underlying artificial intelligence is complex, the platform's intuitive design and simple user interface make it very easy to use.

**Website:** [www.trademarknow.com](http://www.trademarknow.com)

**Email:** [info@trademarknow.com](mailto:info@trademarknow.com)

## Trademarks & Brands Online

**Booth Number: 1236**

**Profile:** Aimed at brand owners, intellectual property lawyers and marketing specialists, Trademarks & Brands Online is a magazine and online news resource that covers pressing issues affecting businesses online. We track developments including counterfeiting, piracy and the new generic top-level domains.

**Website:** [www.trademarksandbrandsonline.com](http://www.trademarksandbrandsonline.com)

**Email:** [wip@worldipreview.com](mailto:wip@worldipreview.com)

## TrademarkVision

**Booth Number: 1216**

**Profile:** TrademarkVision's patent-pending image recognition system is quickly changing how trademarks are protected. Using an image-based search tool, potential issues are caught quickly to ensure all brands are kept safer than ever before.

**Website:** [www.trademark.vision](http://www.trademark.vision)

**Email:** [ask@trademark.vision](mailto:ask@trademark.vision)

## The Treadstone Group, Inc.

**Booth Number: 1524**

**Profile:** We are comprised of the most experienced, practiced and knowledgeable investigators and acquisition managers worldwide. That's why the world's largest brand owners and their law firms trust us most. Others may try to compete, but resort only to mirroring our slogans and marketing material.

**Website:** [www.TreadstoneGroup.com](http://www.TreadstoneGroup.com)

**Email:** [INTA@TreadstoneGroup.com](mailto:INTA@TreadstoneGroup.com)

## UFaker-The Anti-Counterfeiting Case Management System

**Booth Number: 1729**

**Profile:** UFaker is the anti-counterfeiting case management system used by brand owners, attorneys and investigators to manage, track and collaborate on counterfeit matters in one place, accessible to the entire team ANYWHERE and at ANYTIME.

**Website:** [www.ufaker.com](http://www.ufaker.com)

**Email:** [info@ufaker.com](mailto:info@ufaker.com)

## Uniregistry

**Booth Number: 1741**

**Profile:** Uniregistry is a leading registration services company built to bring meaningful online naming solutions to end-users. We are the authoritative registry for new extensions and offer backend registry services to brands. Our domain name and IP management services keep brands ahead of the competition.

**Website:** [www.uniregistry.link](http://www.uniregistry.link)

**Email:** [support@uniregistry.link](mailto:support@uniregistry.link)

## University of New Hampshire School of Law formerly (Franklin Pierce Law Center)

**Booth Number: 2118**

**Profile:** The Franklin Pierce Center for IP, located at UNH Law is a global hub for intellectual property. UNH Law offers post graduate degrees (LL.M. and Master) for lawyers and non-lawyers in residential and online programs. Students can specialize in trademark, patent or copyright law.

**Website:** [www.law.unh.edu](http://www.law.unh.edu)

**Email:** [graduateprograms@law.unh.edu](mailto:graduateprograms@law.unh.edu)

## VALIPAT

**Booth Number: 1420**

**Profile:** VALIPAT offers services for the validation of European patents, entry into national/regional phase of PCT applications and IP Recordals for any type of IP right. Our web platform & processes are designed to minimize costs and substantive IP quality is guaranteed by our network of top tier IP firms.

**Website:** [www.valipat.com](http://www.valipat.com)

**Email:** [info@valipat.com](mailto:info@valipat.com)

## Vantage Asia-China Business Law Journal

**Booth Number: 1742**

**Profile:** China Business Law Journal is a fully bilingual monthly magazine for China-focused in-house counsel and law firms. It analyses the legal, regulatory and IP challenges facing domestic and international businesses in China and provides vital intelligence on the country's legal market.

**Website:** [www.cblj.com](http://www.cblj.com)

**Email:** [kfong@cblj.com](mailto:kfong@cblj.com)

## Vantage Asia-India Business Law Journal

**Booth Number: 1742**

**Profile:** India Business Law Journal is a market-leading monthly magazine that provides in-depth analysis of the legal, regulatory and IP challenges facing domestic and international businesses in India. Its readers are in-house counsel and private practice lawyers around the world.

**Website:** [www.indilaw.com](http://www.indilaw.com)

**Email:** [jburden@indilaw.com](mailto:jburden@indilaw.com)

## VIVANCO & VIVANCO-LATIN AMERICA

**Booth Number: 1319**

**Profile:** We are the best one stop IP firm in Latin America. We have more that 100 year of experience providing legal services and more than 30 years providing IP legal services in the region. Our top of the line systems and technology complement our regional offices' reach.

**Website:** [www.vivancoyivanco.com](http://www.vivancoyivanco.com)

**Email:** [ejyvv@vivancoyivanco.com](mailto:ejyvv@vivancoyivanco.com)

## Vox Populi Registry

**Booth Number: 1836**

**Profile:** Vox Populi Registry is the corporate entity that owns and administers the dotSucks domain space. Our mission is to create a new address on the web that will give voice to the consumer and create the opportunity for closer contact between companies and their customers.

**Website:** [www.voxpopregistry.com](http://www.voxpopregistry.com)

**Email:** [michelle@voxpopregistry.com](mailto:michelle@voxpopregistry.com)

## Watson & Band Law Offices

**Booth Number: 1537**

**Profile:** Founded in 1995, Watson & Band has developed into a comprehensive law firm with specialties that are not limited to intellectual property services, but also include corporate & commercial law, litigations and arbitrations. We enjoy good reputations for our high-quality and cost-effective services.

**Website:** [www.watson-band.com](http://www.watson-band.com)

**Email:** [mail@watson-band.com](mailto:mail@watson-band.com)

## Webnames.ca Inc.

**Booth Number: 2321**

**Profile:** Webnames.ca is Canada's original and most experienced domain registrar. Founded in 2000, Webnames.ca is a leading provider of Internet services in Canada and works with many of Canada's largest corporations to manage their domain portfolios and protect their intellectual properties online.

**Website:** [www.webnames.ca](http://www.webnames.ca)

**Email:** [managedservices@webnames.ca](mailto:managedservices@webnames.ca)

## Western Union Business Solutions

**Booth Number: 1533, 1535**

**Profile:** Western Union Business Solutions is a trusted payments specialist for law firms worldwide. Our online system streamlines international and domestic payments processes, reduces risk when paying foreign invoices, and integrates with law firm specific accounting packages.

**Website:** [www.business.westernunion.com](http://www.business.westernunion.com)

**Email:** [LawFirms@westernunion.com](mailto:LawFirms@westernunion.com)

## Wolters Kluwer Law & Business

**Booth Number: 1724**

**Profile:** Designed as a result of our customers asking for a way to streamline the trademark prosecution practice, WK Trademark Navigator was created to save you time and money on research and form drafting, while providing you with expert content, analysis and strategy guides that you can't find anywhere else. Visit [wklawbusiness.com/wktmnavigator](http://wklawbusiness.com/wktmnavigator).

**Website:** [wklawbusiness.com/wktmnavigator](http://wklawbusiness.com/wktmnavigator)

## World Intellectual Property Organization (WIPO)

**Booth Number: 1414**

**Profile:** A specialized agency of the United Nations, WIPO assists its 188 member states in developing a balanced international IP legal framework to meet society's evolving needs. It provides business services for obtaining IP rights in multiple countries, resolving disputes, and offers IP information.

**Website:** [www.wipo.int](http://www.wipo.int)

**Email:** [junying.tao@wipo.int](mailto:junying.tao@wipo.int)

## World IP Review

**Booth Number: 1234**

**Profile:** World Intellectual Property Review (WIPR) provides news and analysis on the challenges facing businesses and lawyers that deal with intellectual property. With a bi-monthly magazine accompanied by daily web news and e-mail bulletins, WIPR covers all your intellectual property information needs.

**Website:** [www.worldipreview.com](http://www.worldipreview.com)

**Email:** [wipr@worldipreview.com](mailto:wipr@worldipreview.com)

## World Trademark Review (WTR)

**Booth Number: 1338**

**Profile:** World Trademark Review is the world's only independent daily news and information service dedicated exclusively to reporting on trademark issues for in-house and private practitioners internationally. For more information please visit [www.worldtrademarkreview.com](http://www.worldtrademarkreview.com)

**Website:** [www.worldtrademarkreview.com](http://www.worldtrademarkreview.com)

**Email:** [info@worldtrademarkreview.com](mailto:info@worldtrademarkreview.com)

## Xpera Risk Mitigation & Investigation

**Booth Number: 1232**

**Profile:** Canada's top 2 Risk Mitigation & Investigation companies, CKR Global and Forensic Investigations Canada (FIC), have come together to form Xpera Risk Mitigation & Investigation. Specialising in Risk Mitigation & Investigation services, including both civil and criminal remedies for intellectual property infringement and have substantial experience working with law enforcement and legal counsel

**Website:** [xpera.ca](http://xpera.ca)

**Email:** [paul.mcparlan@xpera.ca](mailto:paul.mcparlan@xpera.ca)

## YUHONG IP Law Firm

**Booth Number: 1434, 1436**

**Profile:** Under the leadership of Mr. Dajian WU, YUHONG has become a leading IP law firm in China and is getting a rising reputation worldwide. By January 2015, YUHONG has had more than 90 staff members, two sub-branches, and an independent translation company, i.e. YUHONG IP Translation Co., Ltd.

**Website:** [www.yuhongip.com](http://www.yuhongip.com)

**Email:** [wudajian@yuhongip.com](mailto:wudajian@yuhongip.com)

## Zuykov & Partners

**Booth Number: 1327, 1329**

**Profile:** Filing and protection of trademarks, copyright, inventions, license agreements - Litigation and representation before the Russian Patent and Trademark Office, general and arbitration courts - Based in Moscow, cooperating with attorneys and IP law firms

**Website:** [www.zuykov.com](http://www.zuykov.com)

**Email:** [info@zuykov.com](mailto:info@zuykov.com)

# SDCC: Exhibition Hall

