

HAMBURG – THE GATEWAY

TO THE TRADEMARK WORLD



HAMBURG 2015

34TH ANNUAL CONFERENCE
10 – 13 JUNE 2015
PRELIMINARY PROGRAMME

ECTA

European Communities Trade Mark Association

ECTA

European Communities Trade Mark Association





ECTA

34th Annual Conference, 10 – 13 June 2015

HAMBURG – THE GATEWAY TO THE TRADEMARK WORLD

Welcome

Dear ECTA members, delegates and guests,

Welcome to the City of Hamburg – we have chosen this year's conference title modifying Hamburg's well known label as the 'Gateway to the World'. Hamburg, being both a magnet for tourists and a symbol of strong economic power, makes the perfect location to host the 34th Annual Conference of ECTA. As the second largest city in Germany, Hamburg is characterized by water: the rivers Elbe and Alster (just to name two), countless canals and its huge harbour that connects to both the North Sea and the Baltic Sea, both more than 70 km from the city.

You can look forward to a very interesting conference: excellent speakers and moderators guarantee both informative lectures and lively discussions. Our main hotel, the Grand Elysée, is a modern conference hotel both easy to reach and centrally located. Having all conference venues within the Elysée assures plenty of time to experience the beautiful surrounding areas.

Delegates can also expect an attractive schedule of social events: on Wednesday, a boat cruise will take us to the evening location – the beach club Hamburg Del Mar, located at the waterfront of the Elbe River. The following day's dinner will be held in the legendary Hamburg soccer club FC St. Pauli – in the vicinity of the infamous Reeperbahn, Hamburg's entertainment area. The Gala Dinner on Friday will take place at Schuppen 52, a former dock warehouse that is now an historical monument.

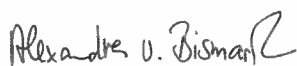
Accompanying persons can expect a wide range of fascinating activities, such as exploring the waterfront of Hamburg, visiting the art historical highlights of Hamburg, gazing at the harbour with the most modern container terminals in the world or going on a day trip to visit the nearby City of Lübeck, a UNESCO World Heritage Site. Adding the entire weekend promises to offer various other highlights just waiting to be experienced.

We wish you an unforgettable stay and thank you for joining us in Hamburg.



F. Peter Müller ECTA President

Members of the Local Organizing Committee:



Prof. Dr. Alexandra von Bismarck



Andrea K. Marx



Anne Maria Wendroth



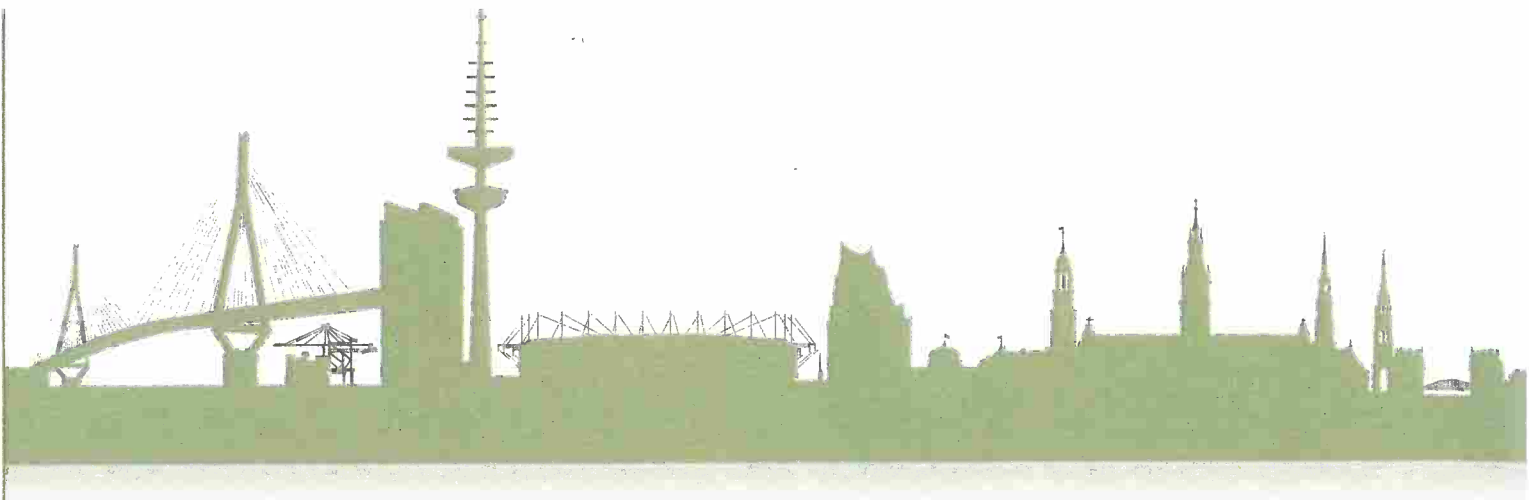
Dr. Christian Freudenberg



Rainer Kaase



Andreas Thielmann





About Hamburg

Hamburg – a city combining an old merchant tradition with a modern, cosmopolitan flair situated in the north of Germany.

In the past, Hamburg was the starting point for many emigrants on their journey to a new world – just one of the reasons why Hamburg is called the ‘Gateway to the World’. With its convenient geographical location on the banks of the Elbe River and the centuries-long independence as a Free Hanseatic City, Hamburg quickly became an important trading centre. The Port of Hamburg, the third biggest in Europe, is still a strong driver for growth in the north German city. Hamburg and its metropolitan region are also crucial locations for many top-performing German companies.

For tourists from all over the world, Hamburg is one of the most important and interesting places in Germany. The city’s most recognisable landmark is the Michel, a church whose spire offers an excellent view over the whole city centre – there is no better way to discover the magnificent diversity of sights that Hamburg has to offer. The city, with the largest number of bridges in Europe, is a blend of waterside flair and cosmopolitan tradition. The architecture of the HafenCity and Speicherstadt (the old warehouse district) characterize the transition from tradition to modernisation. While walking through the new HafenCity district, you will discover the historic brick buildings of the Speicherstadt as well as modern and creative architecture. One of the most striking modern buildings, currently under construction, is the Elbphilharmonie – a concert hall which combines an exciting design with a unique waterfront location.

Hamburg is also well known for its outstanding leisure options – enjoy a fascinating boat trip through the harbour or indulge yourself with a picnic on the sandy beach of the Elbe River. Furthermore, Hamburg provides a wide choice of cultural experiences, such as ballet, opera, theatre, musicals, music clubs and museums.

The conference venue is the Hotel Grand Elysée, situated in the heart of Hamburg. Within walking distance you will find the famous Jungfernstieg, a lively shopping promenade with a wonderful view of the Alster lakes. Only a few steps away is the botanical garden Planten un Blomen – the green heart of the city. Just one stop by underground you will find the Hamburger Kunsthalle, one of the largest and most important art museums in Germany.

We hope you will enjoy your stay in beautiful Hamburg. We look forward to seeing you at the 34th ECTA Conference!



Programme

Wednesday 10 June

08.00 – 18.30	REGISTRATION AND INFORMATION DESK
08.30 – 13.00	Committee Meetings (by invitation only)
08.30 – 13.00	Anti-counterfeiting Committee
09.00 – 11.45	Professional Affairs Committee
09.00 – 12.30	Design Committee Internet Committee
09.00 – 13.00	Law Committee
10.00 – 13.00	Geographical Indications Committee Harmonization Committee
13.00 – 14.15	OHIM-Link Committee lunch meeting Publications Committee lunch meeting Advisory Committee lunch meeting Membership and Disciplinary Committee lunch meeting WIPO-Link Committee lunch meeting
13.00 – 14.15	Lunch for Council and Committee Members
14.30 – 18.30	Council Meeting (by invitation only)
14.30 – 17.00	WORKSHOP

3D OBJECTS: HOW TO PROTECT THEM BEST

This workshop will explore the most effective tools to protect three dimensional objects, by copyright, registered design, trade mark, author rights and unfair competition, in Europe, North America, South America and Asia.

Questions to be addressed will include:

- How do these rights overlap
- Which tools are used more often and why
- What problems can be encountered in each jurisdiction by enforcing these rights
- What are the best ways of solving these problems

MODERATOR: Dr. Shlomo Cohen, Dr. Shlomo Cohen & Co., IL

SPEAKERS: Dr. Peter Lukácsi, Chair of the ECTA Professional Affairs Committee, SBGK Patent and Law Offices, HU

Angela Fox, Partner, R.G.C. Jenkins & Co., UK

Mark Sommers, Partner, Finnegan Henderson, US

Xuemin Chen, Zhongzi Law Office, CN

Antonella Carminatti, Barbosa, Müssnich & Aragão, BR

Discussion with the audience

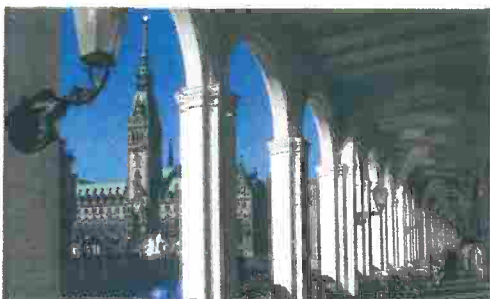


18.45 – 24.00

WELCOME RECEPTION – BEACH CLUB HAMBURG DEL MAR

An original Hamburg shanty choir will welcome us before we take a 45 minute boat trip to explore Hamburg's exciting and around-the-clock working harbour. The Welcome Reception will be held at the beautiful Beach Club Hamburg Del Mar is located close to the harbour and one space offering a magnificent view of the Elbe River. A buffet style dinner with beach barbecue will be served.

Dress code: Smart Casual, high heels not recommended
Bus transfers from hotels to the venue and back will be provided.
Schedule of buses will be indicated in the final programme.





Programme

Thursday 11 June

08.00 – 18.30 **REGISTRATION AND INFORMATION DESK**

08.45 – 09.15 **All aboard!**
ANNUAL GENERAL MEETING

09.15 – 09.30 **Ahoy!**
WELCOME

F. Peter Müller, ECTA President, Mueller Schupfner & Partner, DE
Cornelia Rudloff-Schäffer, President of the German Patent Office (DPMA), DE
Prof. Dr. Alexandra von Bismarck, ECTA Organising Committee,
Field Fisher Waterhouse Deutschland LLP, DE
Dr. Christian Freudenberg, ECTA Organising Committee,
Schomerus & Partner StB/RAe/WP, DE
Andreas Thielmann, ECTA Organising Committee, Cohausz & Florack, DE
Rainer Kaase, ECTA Organising Committee, Harmsen Utescher, DE
Andrea Marx, ECTA Organising Committee, Harmsen Utescher, DE
Anne Maria Wendroth, ECTA Organising Committee, SMD Group, DE
Ruta Olmane, ECTA First Vice-President, METIDA Law Firm, LV

09.30 – 11.00 **Mayday!**
LATEST IP NEWS AND TRENDS

MODERATOR: Sozos-Christos Theodoulou, ECTA Second Vice-President,
The Law Offices of Dr. Christos A. Theodoulou, CY

WIPO news, Francis Gurry, Director General WIPO, CH

OHIM news, João Negrão, Director of International Cooperation and
Legal Affairs Department, OHIM, ES

Impact of the incoming non-agri GIs on trade marks, Edith Van den Eede,
Praxi Intellectual Property S.p.A., IT

Certification trade marks in the EU, Benjamin Fontaine, Chair of the ECTA Geographical
Indications Committee, E.G.Y.P. Ernest Gutmann Yves Plasseraud SAS, ES

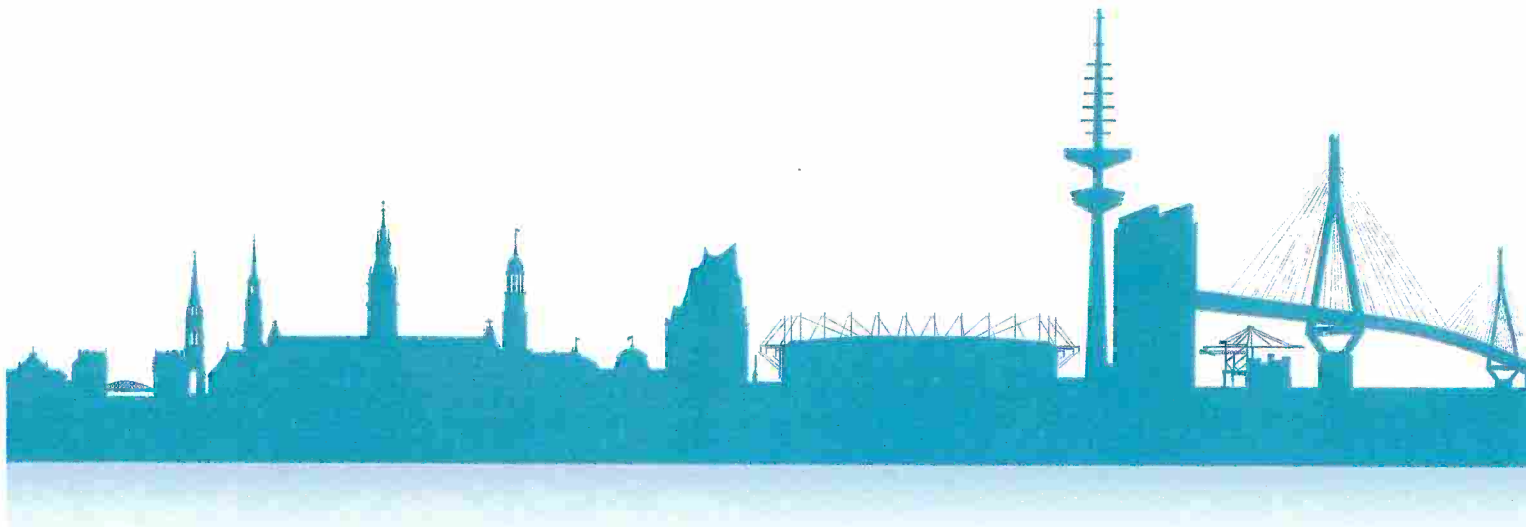
**'Undefined' terms of the Common Practice on the General Indications of the Nice Class
Headings – 'To be similar, or not to be similar, that is the question!'**, **Dr. Andreas Renck**,
Chair of the ECTA OHIM Link Committee, Hogan Lovells (Alicante) SL & Cia., ES

Discussion with the audience

11.00 – 11.15 **COFFEE BREAK**

11.15 – 13.00 **Rise and shine!**
DESIGN SESSION
The growing success of design rights and what it means in practice

MODERATOR: Dr. Leopold von Gerlach, Hogan Lovells International LLP, DE



International Design Protection: the benefits of the Hague system, **Gregoire Bisson**, Director The Hague Registry Brands and Designs Sector, WIPO, CH

Community Design Procedures: OHIM's perspective on the dos and don'ts of design filings and invalidation proceedings, **Dimitrios Andrianopoulos**, Team Leader Operations Department, OHIM, ES

Filing designs overseas: industry perspectives, **Hubert Doléac**, Senior Legal Counsel IP Europe, Nestlé, CH

Filing strategies: tricks and pitfalls, underlined with newest case law, **Bernard Volken**, Rechtsanwalt / Attorney-at-Law, Fuhrer Marbach & Partner, CH

Discussion with the audience

13.00 – 14.30

LUNCH

14.30 – 15.45

Keep an even keel!

TRADE MARK SESSION

What we file and what we get (Black and White trade marks)

MODERATOR: Carolin Kind, Chair of the ECTA Harmonization Committee, Greyhills Rechtsanwälte, DE

National office perspective, **Mikael Francke Ravn**, Chief Legal Adviser Trademark/Design, Danish Patent and Trade Mark Office, DK

Industry perspective, **Kirsi Ekström**, Director, IPR & Trademarks, Telia Sonera Finland Oyj, FI

Discussion with the audience

15.45 – 16.15

COFFEE BREAK

16.15 – 17.30

Go off on another tack!

NEW TECHNOLOGIES

Latest trends on Domain Names

MODERATOR: Marie-Emmanuelle Haas, Chair of the ECTA Internet Committee, Attorney at Law ME HAAS, FR

Are we there yet? A roadmap for brands on the Internet – Presentation of ICANN's mission and feedback on the new gTLD program, **Speaker ICANN Europe tbc**

Do we have a choice? Detours in the jungle

Free customized domain names with Open Roots, **Louis Pouzin**, President, Open-Root, FR

We've got it! Making use of the new system for the benefit of a brand

Feedback from a .brand applicant, **Svenja Freisfeld**, Legal Counsel, Group Legal Department Intellectual Property, Copyright Law, Licenses, Volkswagen AG, DE

Is it worth it? Include the value of a domain name in your assets, **Pierre Kihn**, Patent and Trademark Attorney, Office Freylinger SA, LU



Programme

Thursday 11 June

Discussion with the audience

18.00 – 19.15

ECTA Committee Chairs meeting (by invitation only)

19.30 – 01.00

DINNER AT THE FOOTBALL STADIUM OF FC ST. PAULI

The St. Pauli football stadium is located in the city centre – only minutes away from the Reeperbahn, Hamburg's famous nightlife district. We will enter the venue via the football players entrance 'mixed zone'. Dinner will be served in the 'ballroom' with a terrace overlooking the playing field. To complement the atmosphere, you will be able to demonstrate your football skills by taking part in tabletop football games. A buffet style dinner with typical regional cuisine will be served.

Dress Code: Smart Casual

Bus transfers from hotels to the venue and back will be provided.
Schedule of buses will be indicated in the final programme.

Friday 12 June

08.00 – 18.00

REGISTRATION AND INFORMATION DESK

09.00 – 11.00

Give a wide berth!
THE LEGISLATIVE PACKAGE
Finally we see the rules!

MODERATOR: Dr. Max Oker-Blom, ECTA Secretary General, Hanken School of Economics, FI

What has been achieved by the reform, Cecilia Wikström, MEP,
Rapporteur for the trade mark reform, SE

Overview of Amendments - major changes in the Regulation and the Directive,
Tomás Eichenberg, Principal Administrator, DG Internal Market, Industry, Entrepreneurship
and SMEs, European Commission, BE

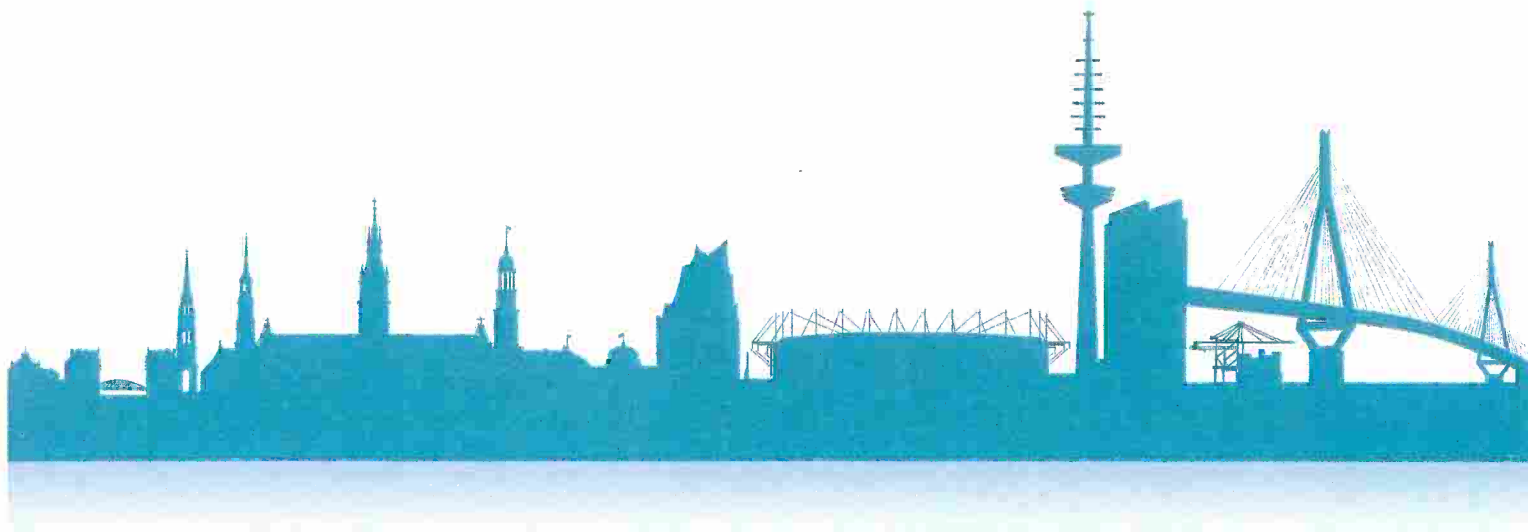
The CJEU decisions that have been included and those which have not and why,
Prof. Dr. Gordian N. Hasselblatt, CMS Hasche Sigle Partnerschaft von Rechtsanwälten und
Steuerberatern mbB, DE

The most relevant implications of the Directive for Member States, Bertrand Geoffray,
Partner, Cabinet Germain & Maureau, FR

Discussion with the audience

11.00 – 11.30

COFFEE BREAK



11.30 – 13.00

All hands on deck!
COPYRIGHT SESSION

MODERATOR: Dr. Santiago R. O'Connor, O'Connor & Power, AR

Mapping out the way ahead, **Speaker tbc**

Implications surrounding 3D printing, **Dr. Dinusha Mendis**, Associate Professor, Bournemouth University, UK

Who said that there are 'margins', **Dr. Christian Freudenberg**, Schomerus & Partner StB/RAe/WP, DE

Discussion with the audience

13.00 – 14.30

LUNCH

14.30 – 16.45

Plumb the depths!
CASE LAW SESSION
Know the ropes

MODERATOR: Fabio Angelini, Chair of the ECTA Law Committee, De Simone & Partners, IT

OHIM and EC Case Law, **Christoph Bartos**, Member Boards of Appeal, OHIM, ES

Enforcement EEU wide, **Gregor Vos**, Klos Morel Vos & Schaap, NL

The presumption of validity of Community Trademarks and the burden of proof in invalidity proceedings; acquired distinctiveness through use for 3D marks, **Pier Luigi Roncaglia**, Attorney at Law, founding Partner, Studio Legale SiB, IT

Discussion with the audience

16.45 – 17.00

SUMMARY

Ruta Olmane, ECTA First Vice-President, METIDA Law Firm, LV

17.00 – 18.00

Closing drinks

19.15 – 02.00

Gala Dinner at the Schuppen 52

A maritime atmosphere is the theme of the Gala Dinner which will be held in a former quay warehouse that was built in the Imperial era and is today listed as an historical monument. Various musical performances will be enjoyed during the evening and afterwards on the dance floor. A delicious dinner and the marvellous view over the illuminated skyline of Hamburg will make the last evening an unforgettable highlight.

Dress Code: Dark Suit

Bus transfers from hotels to the venue and back will be provided.
Schedule of buses will be indicated in the final programme.

Accompanying Persons Programme

Thursday 11 June

Please note that reservations are made on a first come first served basis. We reserve the right to cancel tours due to low enrolment. Participants will be offered the opportunity to book an alternative excursion or a full refund.

Art historical highlights in the city of Hamburg

We will start our journey with an experienced art-historian in the widely renowned Galerie Hans, which furthermore offers a great view of the Inner Alster Lake. Our guide will explain selected paintings of the German romantic and Italian renaissance era as well as the current exhibition. After a short walk along the Alster Lake we will enjoy a coffeebreak in The Cube, a restaurant with stylish ambience. Afterwards, an exclusive tour through the Hamburger Kunsthalle, one of the largest and most important museums of art in Germany, awaits us. We discover supreme masterpieces from artists like Rembrandt, Max Liebermann, Edvard Munch and Andy Warhol, hear about the artists' lives and their artworks, and get to know fascinating secrets of the Hamburger Kunsthalle. A delicious lunch will be served at The Cube.

Pick-up time: 10.00 from the conference venue

Return approx.: 14.15 to the conference venue

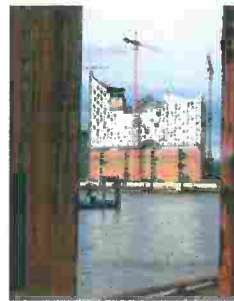
Price per person with lunch: 99 €



© Kunsthalle

& Saturday Excursion

Friday 12 June



Up close with giant container ships: exploring the harbour of Hamburg

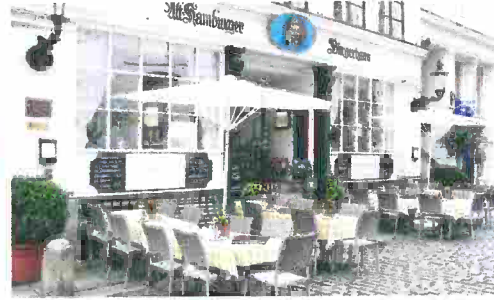
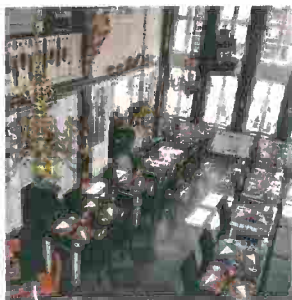
Feel the theme of this ECTA conference: Hamburg: 'Gateway to the World.' We will explore the huge area of the harbour, which is one of the most modern container terminals in the world, by bus. We will drive on the docks where visitors are usually not permitted. We will wind along giant container ships and pass under huge gantry cranes. See automatic guided vehicles moving without drivers as if by magic, between container ships and storage areas. The coffeebreak will take place at the award-winning sailor's home Duckdalben.

Pick-up time: 14.15 from the conference venue

Return approx.: 17.30 to the conference venue

Price per person: 69 €

Accompanying Persons Programme



Hamburg waterfront

Join us on a walk through the HafenCity: the waterfront quarter captivates with its visionary architecture and traditional museum-harbour. We will take a look at the new landmark of Hamburg – the Elbphilharmonie, an amazing concert hall. A well experienced architect will guide us through the HafenCity and show us around the highlights and share the secrets of this fascinating quarter, which is adjacent to the beautiful and heritage-protected Speicherstadt, the old warehouse district. We will have a look at the miniature model of the HafenCity and see what developments will be achieved by 2020. At the Unileverhaus, voted as the world's best office building, we will hear about sustainability in building and construction. Later, we will enjoy a refreshment at the Magellan Terrace, where the hustle and bustle around the town canal, also called Fleet, can be watched from the many restaurants and cafés. We will meander from the HafenCity through the Speicherstadt and end at the historic restaurant Alt Hamburger Bürgerhaus, which was built in 1686 and where we will enjoy the romantic view of the Fleet over lunch.

Pick-up time: 09.45 from the conference venue

Return approx.: 14.00 to the conference venue

Price per person with lunch: 114 €

" & Saturday Excursion

Saturday 13 June

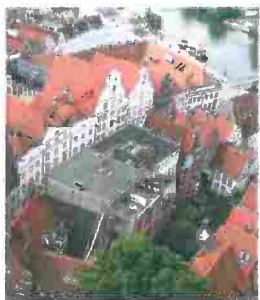
Lübeck – World Heritage City

Lübeck is a UNESCO World Heritage City. The old city centre is an island surrounded by the rivers Trave and Wakenitz and exudes its very own charm, with around 1,800 historic-listed buildings and narrow winding streets. We will start our day with a special guided tour of the historic city centre. Afterwards, we will have lunch in the Schiffergesellschaft, a restaurant that is internationally known for its historic maritime interior. Later, we will visit the Buddenbrookhouse, the former home of the famous German writer Thomas Mann and his family. The tour through the beautiful old building will be accompanied by acting performances. Our day in Lübeck will end with a sweet and delicious highlight: the city is famous for its marzipan and at the Café Niederegger, which has received countless awards, we will exclusively watch a confectioner preparing different sorts of delicious marzipan in the traditional handicraft manner of roasting in huge copper kettles over an open flame.

Pick-up time: 09.00

Return approx.: 16.00 – 17.00 (depending on traffic conditions)

Price per person with lunch: 149 €





Hotel Grand Elysée*****

Rothenbaumchaussee 10
20148 Hamburg
www.grand-elysee.com

Official Conference Headquarters

The Hotel Grand Elysée, the conference venue, is located a few minutes by foot from the Dammtor railway and S-Bahn station (suburban train station), close to the city centre and the Alster lakes. The central, convenient location offers the possibility to explore the city and the main attractions. The hotel welcomes you with a warm and friendly atmosphere, surrounded by a classic, elegant design. A special highlight is the spa area, where you can enjoy beauty treatments, massages, fitness and relaxation.

Complimentary wireless internet

Grand Standard Single	175 €
Grand Standard Double	205 €
Park Süd Guest Rooms Single	195 €
Park Süd Guest Rooms Double	225 €

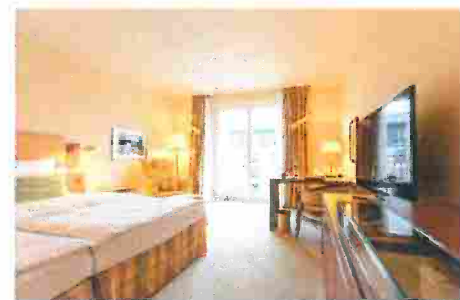
Reservations can be made via e-mail:
Reservation@grand-elysee.com or phone: +49 40 41412-222
 Please note the keyword « ECTA »

Check-in is from 14.00, check-out is until 12.00

Cancellation policy

No shows are charged at 90% of the room rate excluding breakfast for the first night and at 80% of the room night excluding breakfast for the following nights.

All late cancellations are charged at 80% of the room rate excluding breakfast per night.



Baseler Hof ****

Esplanade 11
20354 Hamburg
www.baselerhof.de

The traditional Hotel Baseler Hof is situated in the heart of Hamburg, between the Alster lakes and the park Planten un Blomen. In the immediate vicinity you will find the opera house and theatres, the congress centre, the exhibition halls, and shopping malls.
 Walking distance to the Hotel Grand Elysée: 750 m (10 min)

Complimentary wireless internet

Double Room Standard Single use	149 €
Double Room Standard Double	174 €



Reservations can be made via e-mail:
reservierung@baselerhof.de or phone: +49 40 3590 6917
 Please note the keyword « ECTA »

Check-in is from 15.00, check-out is until 11.00

Cancellation policy

The special conference rate is available until 14.04.2015.
 All changes made to number of rooms, arrival and departure dates have to be approved by the hotel in writing to become valid.
 Cancellation is free of charge up to 48 hours prior to the arrival.



In case of no show, late cancellation or earlier departure, the hotel reserves the right to charge the client 80% of the room rate. This is only valid for the conference rate. Rooms which are not part of the conference rate expire after 18.00 of the arrival day free of charge.

Marriott Hamburg ****

ABC Strasse 52

20354 Hamburg

www.marriott.com/hotels/maps/travel/hamdt-hamburg-marriott-hotel/

Located in the city centre, the modern Marriott Hotel offers the chance to explore the city and the surrounding areas. The central station, the Alster lakes and the harbour area, as well as famous shopping centres, are in close proximity. In the hotel you can work out in the fitness centre or relax in the luxurious spa area, which features saunas, solariums and pools as well as medical and relaxation massages and a variety of beauty treatments.

Walking distance to the Hotel Grand Elysée: 1,1 km (15 min)

Wireless internet: free of charge in the hotel lobby;
 19.95 € per day in the hotel room

Standard Deluxe Room Single use 169 €

Standard Deluxe Room Double use 189 €

Reservations can be made by following the link on
www.ecta.org or via e-mail:
reservations.hamburg@marriott-hotels.com
 or phone: +49 40 35051700
 Please note the keyword « ECTA »

Check-in is from 16.00, check-out is until 12.00

Cancellation policy

The special conference rate is available until 28.04.2015. In case of no show or cancellation after 18.00 on the day of arrival, the hotel reserves the right to charge the client for the lost room revenue. Guests arriving before 16.00 will get their rooms upon availability.



Accommodation

Hotel Ibis Hamburg Alster Centrum**

Holzdammer 4-12 + 16

20099 Hamburg

www.accorhotels.com/gb/hotel-1395-ibis-hamburg-alster-centrum/index.shtml

As the name suggests, the Hotel Ibis Hamburg Alster Centrum is located alongside the Alster and offers a fantastic view over the famous lake. Many other places of interest, such as the cityhall and the Alster Park, are in the immediate vicinity. The Ibis boasts an exceptional location and a modern and stylish design.

Walking distance to the Hotel Grand Elysée: 1,3 km (17 min)

Complimentary wireless internet

Single 103 €

Double 123 €

Reservations can be made via e-mail:

h1395-re@accor.com or phone: +49 40 24 829 701

Please note the keyword « ECTA »

Check-in is from 15.00, check-out is until 12.00

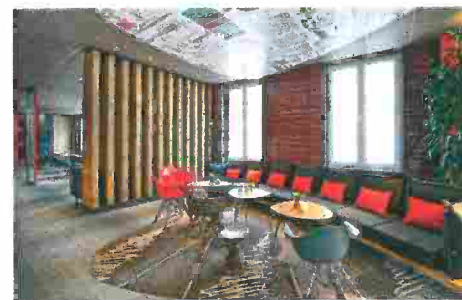
Cancellation policy

The special conference rate is available until 14.04.2015.

Please note that the minimum length of stay is two nights.

The hotel will hold the reservation until noon (12.00) on the day following your intended arrival.

Please note that this reservation cannot be cancelled or changed. In the event of non-arrival, the hotel reserves the right to issue an invoice amounting to 100% of the confirmed rate.



Please note that there is no bus transfer between the hotels and the conference venue as these are within walking distance. Bus transfers will be provided between the hotels and the evening locations.

Map of Hotels

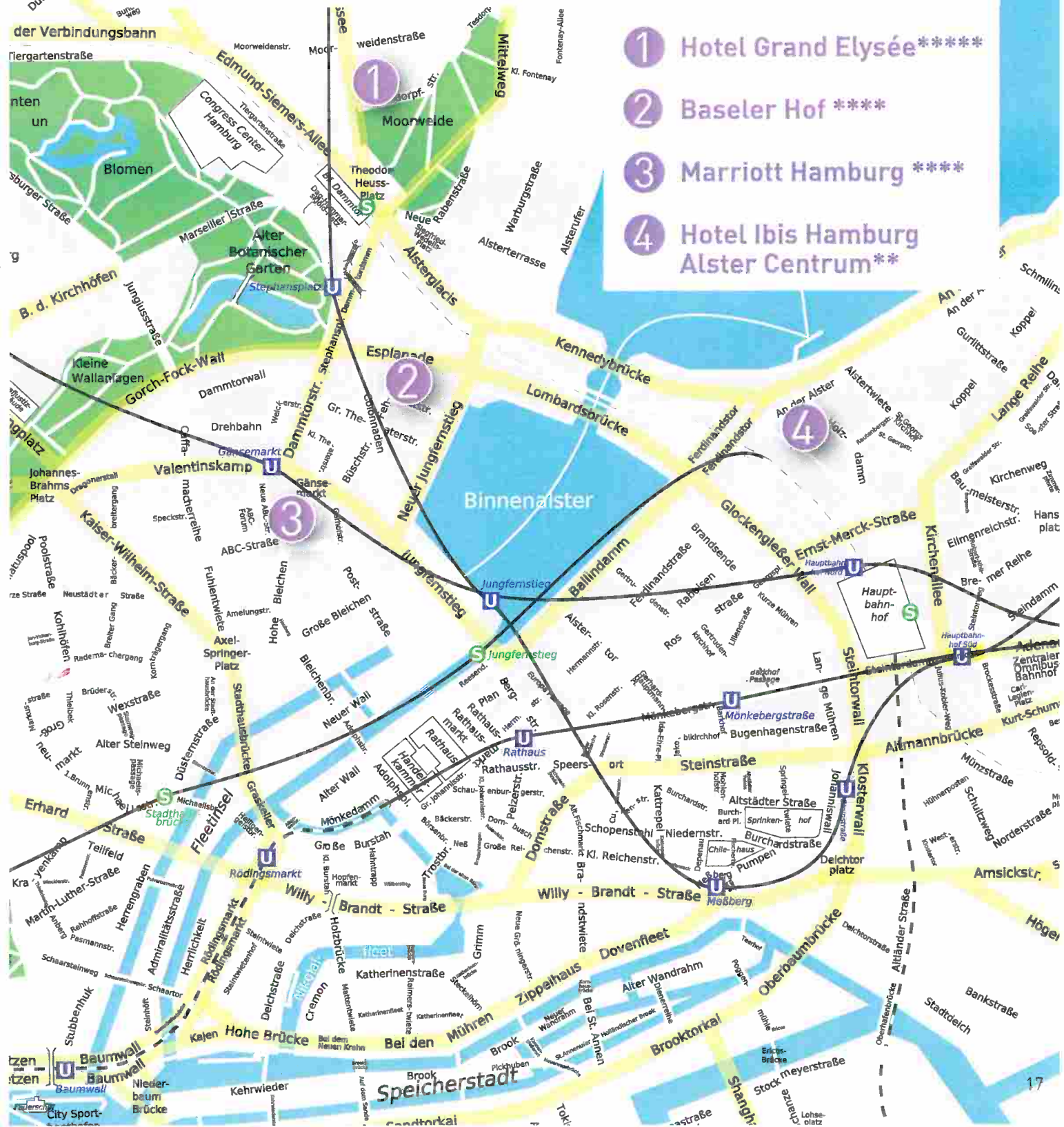
Room rates include VAT at 7% for lodging and 19% VAT for breakfast as valid at the date of release of this brochure. Taxes are subject to government change without prior notification. Any increase of taxes by the government will be charged by the hotels upon departure.

The Federal State of Hamburg has passed a new local tax – the culture and tourism tax – which all hotels are required to collect. If, however, your trip is for business purposes, this tax is not payable. On check-in, you will be asked to complete a registration indicating the purpose of your visit.

Room rates are per room per night. Breakfast is included in the room rate.

After you have registered for the conference, you will receive confirmation of the submission of your registration together with details of hotel accommodation. Please select your hotel and follow the instructions.

- 1 Hotel Grand Elysée*****
- 2 Baseler Hof****
- 3 Marriott Hamburg****
- 4 Hotel Ibis Hamburg Alster Centrum**





Registration & General Information

ONLINE REGISTRATION

To register for the 34th ECTA Annual Conference, please visit the ECTA website (www.ecta.eu), select 34th Annual Conference (under events) and select 'register online'. Follow the steps and choose your payment method. You will receive a confirmation of your registration upon payment.

REGISTRATION FEES

Registration fees are valid only if payment is received on or before the deadline dates.
A completed registration form must be submitted for each participant, including accompanying persons, speakers and invited guests.

	Early Bird before 31 March 2015	Regular from 1 April 2015
ECTA Member	1380 €	1590 €
Member first time attendee 'day pass'	780 €*	890 €*
Corporate Member (1 st registration)	1380 €	1590 €
Corporate Member (2 nd registration)	1250 €	1430 €
Corporate Member (3 rd and subsequent registration)	1150 €	1330 €
Non ECTA Member	1680 €	1890 €
Non Member first time attendee 'day pass'	1080 €*	1190 €*
Accompanying Person	600 €	700 €
Academics (full-time)	400 €*	400 €*
Students (full-time)	200 €*	200 €*

Registration payment

You can either pay by credit card (Visa or MasterCard) or by bank transfer.

The payment will be charged in euros.

Please note that all bank charges for bank transfer payment must be settled by the remitter.



ENTITLEMENTS

Delegates registration includes:

- Attendance at all conference working sessions, coffee breaks and lunches
- Publication of your name and your company's name in the list of participants
- Conference Briefcase
- Welcome Reception at Beach Club Hamburg Del Mar, Wednesday 10 June *
- Dinner at Football Stadium FC St. Pauli, Thursday 11 June *
- Gala Dinner at Schuppen 52, Friday 12 June *
- Gift

Accompanying person registration includes:

- Welcome Reception at Beach Club Hamburg Del Mar, Wednesday 10 June
- Dinner at Football Stadium FC St. Pauli, Thursday 11 June
- Gala Dinner at Schuppen 52, Friday 12 June
- Gift

REGISTRATION CANCELLATION

Notification of cancellation must be sent in writing to the Conference Organizer, registration@ecta.org

Cancellations will be accepted until 13 March 2015 with a refund of all prepaid fees, less 1% cancellation charge; from 14 March to 30 April 2015 with a refund of all prepaid fees, less 25% cancellation charge. After this date, no refunds will be made.

CONFIRMATION AND JOINING INSTRUCTIONS

- ✉ Confirmation of registration will be sent to all delegates on receipt of payment. In addition, joining instructions will be sent out in May 2015 by e-mail to assist with your visit to Hamburg. Please ensure you provide your personal e-mail address when registering.

* Kindly note that the First Time Attendee 'day pass' as well as the Academic and Student registration fees, are valid for participation in the working programmes on Wednesday, Thursday and Friday only. Participation in the evening events on Wednesday, Thursday and Friday is not included in these fees.



Registration & General Information

EDUCATIONAL CREDITS

ECTA is an authorized course provider, namely for:

- UK Solicitors Regulation Authority Accredited (ref. DBL/ECTA), UK
- UK Bar Standards Board Accredited, UK
- CNF, (Consiglio Nazionale Forense), IT
- Swedish IP Attorney Association, SE
- Romanian Bar Association (A participation certificate should be filed)
- German Bar Association in principle appropriate to 15FAO, DE
(Ultimately a matter for the respective Bar Association).

ECTA constantly provides high level educational content sessions during annual meetings for attendees working in various fields of trade mark and design law. Please check with your local authorities if these sessions are recognized as credit point granters in your respective country. Certificates of attendance will be available upon request after the meeting from the ECTA Secretariat (ecta@ecta.org)



CONFERENCE ORGANIZER

ECTA Secretariat
Rue des Colonies, 18 - 24
BE-1000 Brussels, Belgium
Office +32 2 513 5285
Fax +32 2 513 0914
registration@ecta.org

LOCAL ORGANIZING AGENCY

ZIEGFELD ENTERPRISE GmbH
PR + Event Agentur
Friedensallee 38
DE-22765 Hamburg
Office +49 40 38 68 74-65
Fax +49 40 38 68 74-74
ze@ziegfeld-enterprise.de

VENUE

Hotel Grand Elysée
Rothenbaumchaussee 10
DE-20148 Hamburg
Tel.: +49 40 41 41 20

DATES

The ECTA Conference will take place from Wednesday 10 June to Saturday 13 June 2015.
ECTA Council and Committee Meetings will be held on Wednesday 10 June 2015.

REGISTRATION AND INFORMATION DESK:

The desk for registration and the distribution of documents will be located in the lobby of Hotel Grand Elysée and will be open as follows:

Tuesday 9 June	14.00 – 18.30
Wednesday 10 June	08.00 – 18.30
Thursday 11 June	08.00 – 18.30
Friday 12 June	08.00 – 18.00



Registration & General Information

OFFICIAL LANGUAGE

The official language of the ECTA Conference is English. No simultaneous translation will be offered.

SOCIAL EVENTS

ECTA requests that during the entire period, (Wednesday 10 to Saturday 13 June 2015) no other non-official conference events should be arranged.

INSURANCE

Participants are highly advised to arrange personal travel insurance in case they have to cancel their participation in the conference, for hotel accommodation as well as for other risks associated with travel.

BADGE

Delegates, guests and accompanying persons are requested to wear their identification badges at all times during the conference.



© Hamburg picture
Hamburg Market



The Hamburg Airport is well connected to the city of Hamburg through the S-Bahn (suburban train). The line S1 runs every 10 minutes and takes less than 30 minutes to the central station. The Hamburg Airport S-Bahn station is located directly in front of the terminals. A taxi ride from the airport to the city is about 10 km and costs 20 – 25 €. The taxi zones are located in the arrival areas in front of Terminal 1 and 2.

Hansa Taxi

Tel.: +49 40 211 211

www.taxi211211.de

Taxi Hamburg

Tel.: +49 40 666 666

www.taxihamburg.de

Taxiruf

Tel.: +49 40 441 011

www.autoruf.de

PASSPORTS AND/OR VISA

A valid ID or passport is required for entry into Germany for participants from the European Union. For participants from other countries a valid passport is required. Participants from some countries may require a visa for entry to Germany. Please check with your local German consulate or embassy.

TIME DIFFERENCE

UTC/GMT +1hour

CLIMATE

The climate in Hamburg is characterized by maritime influences and prevailing west winds. The summers are usually warm with occasional rain. In June, the temperature averages between 16 and 22 degrees Celsius and the sun shines about 7 hours per day. It is advisable to bring a light jacket or raincoat.

CURRENCY

The currency in Germany is euro (€). Currency can be changed in banks or exchange offices. Major credit cards (VISA and MasterCard) are widely accepted in Germany.

ELECTRICITY

The normal electric current in Germany is 220 volts AC in 50 cycles. Electrical appliances from the US require a transformer and an adapter. Plugs are two-pin and adapters are available at many hardware store.

BANKS

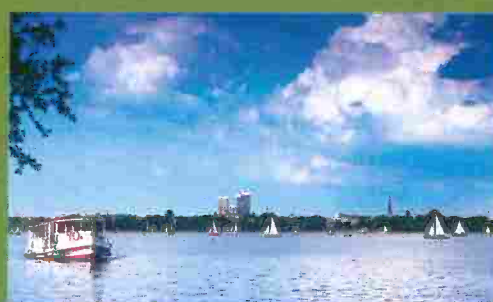
Most banks are open Monday to Friday from 09.00 to 16.00. Only a few branches are open on Saturday morning. There are 24-hour ATM cash dispensers throughout the city, most of which accept international bank cards.

CREDIT CARDS

Most hotels, restaurants and shops accept major credit cards, such as American Express, VISA, MasterCard, 4B, Access and Diners Club.

SMOKING

Germany has a strict non-smoking policy and smoking is prohibited inside public places, such as restaurants, hotels and bars. Some places offer a special room for smokers, otherwise smoking is only allowed outdoors.



ECTA

European Communities Trade Union Association