



Trademarks, Designs and more – AIPPI at the EUIPO

Programme

Wednesday, April 25

19:30 – 22:30	Opening cocktail and dinner reception
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Thursday, April 26

08:30 – 17:00	Registration and information desk open
09:00 – 09:15	Opening remarks <ul style="list-style-type: none"> • Christian Archambeau (Deputy Executive Director, EUIPO) • Hao Ma (President, AIPPI) • Olga Sirakova (Secretary General, AIPPI)
09:15 – 09:45	Keynote address: the commercial relevance of design protection <ul style="list-style-type: none"> • Natasha Hinds-Payne (Cath Kidston Limited)
09:45 – 11:00	Panel Session 1: Functionality in trademarks and designs – comparison of the tests and case law updates Both aesthetic and functional qualities are often key aspects of product designs. But what is the role of functionality and how is it assessed? Is the test in trademark and design law different? This panel session will address these and related questions by relevance to recent developments in the case law <u>Moderator:</u> <ul style="list-style-type: none"> • Christopher Carani (McAndrews, Held & Malloy, Ltd.) <u>Speakers:</u> <ul style="list-style-type: none"> • Klaudia Blach-Morysinska (Zaborski, Morysiński Law Office) • Prof. Tobias Cohen Jehoram (De Brauw Blackstone Westbroek) • Stephan Hanne Iclad (Team Leader, KC Register, EUIPO)
11:00 – 11:15	Networking/coffee break (Foyer)

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11:15 – 12:30	<p>Panel Session 2: Interplay and overlap of IP rights</p> <p>Companies often have several IP rights to choose from when devising an overall protection strategy. What IP rights should be used when and why? This panel session will explore the pros and cons of the available IP rights in a wholistic protection strategy</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Anne Marie Verschuur (Second Deputy Reporter General, AIPPI) <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Mette M. Andersen (LEGO System A/S) • Néstor Corominas (Curell Suñol SLP) • Maya Shmailov (Nyxoah SA) • Dr. Alexander von Mühlendahl (Bardehle Pagenberg Partnerschaft mbB)
12:30 – 13:45	Lunch (Foyer)
13:45 – 14:00	<p>Brief report: AIPPI Trademarks and Designs Committees</p> <p>Members of the leadership teams of AIPPI's Standing Committees on Trademarks and Designs will give an overview of their recent and ongoing work</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Eléonore Gaspar (Chair of the Standing Committee on Trademarks, AIPPI) • Christopher Carani (Chair of the Standing Committee on Designs, AIPPI) • Ruth Almaraz Palmero (Member of the Standing Committee on Designs, AIPPI)
14:00 – 15:15	<p>Panel Session 3: Design protection in practice</p> <p>Recent CJEU decisions, such as Nintendo and BMW, illustrate that design law continues to be a dynamic area. This panel session will cover key points to be taken into account when enforcing design rights</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Sara Ashby (Wiggin LLP) <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Elizabeth Fink (Member of the 4th Board of Appeal, EUIPO) • Prof. Remédio Marques (University of Coimbra) • Fernando Rodríguez (FJF Legal)
15:15 – 15:30	Networking/coffee break (Foyer)
15:30 – 16:45	<p>Panel Session 4: GUIs – challenges and opportunities</p> <p>Today, virtually all computer controlled processes are launched or managed by users via graphical user interfaces (GUIs) and companies devote significant resources to their development. This panel session explores the IP rights by which GUIs can be protected and the main challenges of particular forms of protection</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Erik Ficks (Roschier) <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Dr. António Andrade (Vieira de Almeida & Associados) • Dimitrios Andrianopoulos (OD Team Leader Service 3, EUIPO) • Violeta Ghetu (WIPO) • Dr. Noam Shemtov (Queen Mary University of London)
16:45 – 17:00	<p>Closing remarks</p> <ul style="list-style-type: none"> • Anne Marie Verschuur (Second Deputy Reporter General, AIPPI)
17:00 – 17:15	<p>Vote of thanks and invitation to Cancun Congress</p> <ul style="list-style-type: none"> • Sarah Matheson (Reporter General, AIPPI) • Martin Míchaus (AIPPI Mexico)