

*2021 What's Next for Brands: A View from Europe Conference*

# Schedule

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This Conference will primarily focus on innovation and new technologies, with value-added content about wellness, and will uniquely integrate cutting-edge legal issues and a view from Europe.

We offer an equal mix of educational sessions and business development opportunities, such as workshops, Table Topics, Speed Networking, and social activities.

*Please note that programming is subject to change. All times are in the Central European Time Zone (CET).*



# At-a-Glance Program

MARCH 23

TUESDAY



11:00 am-11:15 am CET

## Welcome & Opening Remarks

- **Etienne Sanz de Acedo**, CEO, International Trademark Association (USA)
- **Peter McAleese**, Partner, AKRAN Intellectual Property (Italy)

11:15 am-12:00 pm CET

## Speed Networking

Speed networking is a great way to expand your network and develop new business relationships. Get to know colleagues from around the world with fun questions to “break the ice” and great conversations that follow.



12:15 pm-1:00 pm CET

## Session 1—Innovation and the Trademark Team: Who's in the Driver's Seat?

### Part 1: Artificial Intelligence

Brand legal practitioners can benefit professionally from Artificial Intelligence, but many still grapple with using the concept and in their practice. This session will provide practical tips to help you effectively integrate AI tools into your practice, what to look for, what to watch out for, and the role of the brand legal practitioner in harnessing information to promote more efficient and effective legal analysis and client support.

- **Brian McElligott**, Partner, Mason Hayes & Curran (Ireland)—*Moderator & Speaker*
- **Matt Hervey**, Partner, Head of Artificial Intelligence, Gowling WLG (United Kingdom)
- **Wojciech Kreft**, Novartis Pharma AG (Switzerland)
- **Miguel Ortega**, Head of New Technologies Service and Programme Manager of the Digital Evolution Programme, European Union Intellectual Property Office (EUIPO) (Spain)
- **Caroline Perriard**, Co-Chief Executive Officer, BrandIT GmbH (Switzerland)

1:00 pm-1:30 pm CET

## Artificial Intelligence Workshop

We heard about ways that AI may be used in a trademark legal practice—but what tools are out there? Share and explore solutions to key questions in small breakout sessions.



1:45 pm-2:15 pm CET

## Session 2—Innovation and the Trademark Team: Who's in the Driver's Seat?

### Part 2: Blockchain and Complementary Technologies

March 23

March 24

Warding off groundless ownership claims and enhancing the protection of trade secrets and other unregistered IP are just some examples of the practical uses of blockchain and WIPO Proof that our panel will discuss, offering attendees a unique chance to get up to speed on these technologies.

- **Peter McAleese**, Partner, AKRAN Intellectual Property (Italy)—*Moderator*
- **Olivia Dhordain**, Deputy Chief IP Counsel, Richemont International SA (Switzerland)
- **Saverio Patimo**, Product Manager, WIPO Proof (Switzerland)

**2:15 pm-2:45 pm CET**

### **Blockchain and Complementary Technologies Workshop**

We heard about ways that blockchain may be used in a trademark legal practice—but what tools are out there? Share and explore solutions to key questions in small breakout sessions.



**3:00 pm-3:45 pm CET**

### **Session 3—Big Data and IP: What to Own, What to Use, What Can Be Misused**

We hear about terms like big data, data lakes, analytics, and algorithms, but many questions remain as to what these terms mean and why they are important to the IP legal team. This panel will define key terms and share practice tips to help attendees understand the issues big data presents to brand owners and how to navigate the issues of ownership, use, and protection in a sea of ever-changing technologies.

- **Maria González Gordon**, Partner, CMS (Spain)—*Moderator & Speaker*
- **Marcos Alvarez Almodovar**, Legal Director, Johnson & Johnson Medical Spain, Johnson & Johnson (Spain)
- **Andrea Katalin Toth**, Legal & Policy Officer, Unit G1, DG CONNECT, European Commission (Luxembourg)

**3:45 pm-4:00 pm CET**

### **Capsule Keynote Interview: Big Data**

As global head of entrepreneurship initiatives at the Telefónica Group, Miguel Arias manages the relevant investment fund and all entrepreneurship spaces for the company, including open innovation hubs.

Listen in as Maria Gonzalez Gordon interviews Mr. Arias about the interplay between innovation and IP rights.

**4:00 pm-4:30 pm CET**

### **Hot Topic Debate: Big Data and IP**

The floor is yours—join the debate on the hot topic of data. Argue your position on the important issues discussed in the previous session.



**4:45 pm-5:30 pm CET**

## **Session 4—Cloning and Comparable Rights in the “New” United Kingdom**

Almost three months on from the end of the Brexit transition period, what issues have arisen for EU trademarks and designs that have been cloned into comparable UK rights? Listen in as experts discuss the key issues practitioners are facing in this post-Brexit world.

- **Peter McAleese**, Partner, AKRAN Intellectual Property (Italy)—*Moderator*
- **Robert Furneaux**, Director, Sipara (United Kingdom)
- **David Holdsworth**, Deputy CEO and Director of Operational Delivery, UK Intellectual Property Office (UKIPO) (United Kingdom)

**5:30 pm-6:00 pm CET**

### **A Conversation with INTA Leadership**

*Limited Attendance*



Join INTA CEO, Etienne Sanz de Acedo, and 2021 INTA President, Tiki Dare, in a conversation driven by the interests of the registrants and moderated by the Conference chair, Peter McAleese.

- **Peter McAleese**, Partner, AKRAN Intellectual Property (Italy)—*Moderator*
- **Tiki Dare**, Vice President and Associate General Counsel, Oracle Corporation (USA) 2021 INTA President
- **Etienne Sanz de Acedo**, CEO, International Trademark Association (USA)

**5:30 pm-6:00 pm CET**

### **Table Topics**

Join other attendees for the opportunity to engage in dynamic and thought-provoking conversations on topical issues affecting today's practitioner.

**6:00 pm-7:00 pm CET**

### **Reception**

Grab a drink and enjoy the social elements of our virtual Welcome Reception! Take the opportunity to network, relax, and unwind with new and old friends.

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**MARCH 24**

**WEDNESDAY**



**10:30 am-11:30 am CET**

### **Welcome Back and Wellness**

From the comfort of your own desk, relax your mind and body with Chair Yoga, as you prepare yourself for another day of programming and great discussions!



## Meet INTA's Europe Office

Join the Europe Office team and learn more about INTA's advocacy efforts in Europe.

**11:45 am-12:15 pm CET**

### Capsule Keynote: Wellness and Brand Legal Teams

We all benefit from a legal community that values good mental health and wellbeing. Join Elizabeth Rimmer, CEO of LawCare, and Alex Vowinckel, Professional Support Lawyer (PSL) for the Intellectual Property Team at CMS London, as they provide expert advice on how to look after yourself and your clients to improve the culture and practice of law.

**12:30 pm-1:15 pm CET**

### Session 5—The Europe Case Roundup

Join us for a review of significant and unusual judicial decisions in Europe over the last 18 months, covering trademarks, designs, copyright, trolls, and artists.

- **Meike Urban**, Senior IP Counsel, Sandoz International GmbH (Germany)
- **Anke Nordemann-Schiffel**, Partner, Nordemann Czychowski & Partner (Germany)
- **Ingrīda Kariņa-Bērziņa**, Lecturer, Rīga Graduate School of Law (Latvia)

**1:30 pm-2:15 pm CET**

### Feed Your Mind

Grab your coffee, tea, or something to eat, and join fellow attendees to discuss ways to promote wellness for you and your team!



**2:30 pm-3:15 pm CET**

### Session 6—Complementary IP Rights: The Increasing Importance of Designs and Copyright in Protecting Brands

This panel will share practical tips and watchouts, and provide an insider view on protection strategies today, and what to be prepared for tomorrow considering various EU Directives in the pipeline.

- **Maria González Gordon**, Partner, CMS (Spain)—*Moderator & Speaker*
- **Jeremy Blum**, Partner, Bristows (United Kingdom)
- **Daniel Hasik**, Partner, Hasik Rheims & Partners (Poland)
- **Laurence Morel-Chevillet**, IP & Brand Protection, Director, B V L G A R I (Italy)

**3:30 pm-4:15 pm CET**

### Session 7—IP Practice of the Future

Hear highlights from the IP Practice of the Future Think Tank reports, including practical examples of what IPOs, and in-house and law firm practitioners are doing today and their expectations for tomorrow. The panelists will also answer thought provoking questions on challenges in realizing the

vision of the IP practice of the future.

- **Tiki Dare**, Vice President and Associate General Counsel, Oracle Corporation (USA), 2021 INTA President—*Moderator*
- **Madina Assylbekova**, Director of Business Development in Russia/CIS, Gowling WLG (Russia)
- **Konstantinos Georgaras**, Chief Executive Officer (interim), Canadian Intellectual Property Office (CIPO) (Canada)
- **Ronald van Tuijl**, Intellectual Property Director, JT International S.A. (Switzerland)

**4:30 pm-5:15 pm CET**

### **Session 8—Do You Know What Your Business Is Worth?**

Do you know what the future earning potential of your brand is? How are your valuations tracked and monitored? And are they regularly reviewed?

Join an expert panel as they answer these questions and help attendees navigate brand valuation methods. And learn how brands can further be leveraged to increase the value of a company.

- **Jayne McClelland**, Trademark Counsel, Syngenta Crop Protection AG (Switzerland)—*Moderator & Speaker*
- **Brian M. Daniel**, Vice President, Charles River Associates, Inc. (USA)
- **Debra Hughes**, Associate General Counsel, Blue Cross and Blue Shield Association (USA)
- **Jeff Marowits**, Partner, Keystone Strategy, LLC (USA)

**5:15 pm-5:30 pm CET**

**Conference Wrap-Up**

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Questions? Contact us.



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