



- 09.00 MARQUES LEADERS MEETING** (Team Chairs only)
11.00 MEETING OF MARQUES COUNCIL (Council members only)
12.00 CONFERENCE REGISTRATION DESK OPENS
14.00 MEETING OF MARQUES TEAMS (Team members only)
18.30 RECEPTION FOR COUNCIL, SPEAKERS AND FIRST TIME ATTENDEES
19.15 WELCOME RECEPTION

PROGRAMME:
Wednesday, 21st September 2022

- 09.00 FORMAL OPENING AND MARQUES ANNUAL REVIEW**
Joachim Hofmann, **Syngenta Crop Protection AG**, Switzerland
Chair of the MARQUES Council
- OPENING CEREMONY**
Mr José Luis Martínez-Almeida Navasqués, **Mayor of Madrid**
- 09.30 PART 1 - THE IMPACT OF AI AND BLOCKCHAIN ON TRADE MARKS**
This session will explore the use of AI and Blockchain by businesses, service providers and IP Offices. Blockchain applications are fast becoming an essential tool for tracking and tracing and we will learn more by hearing

about the eZTracker by Zuellig, which is used for authenticating medication in the supply chain. We will also look at what role AI has to play in the practice of trademarks, asking questions such as: Is an AI lawyer better than a human at predicting the outcome of trade mark conflicts? Can a human compete with a computer's ability to process information on existing trade mark registrations or past registry decisions?

SESSION CHAIR:

Peter Wild, **Wildpeak Pte Ltd**, Singapore
Member of MARQUES Council and Programming Team

SPEAKERS:

Daniel Laverick, **Zuellig Pharma**, Singapore

Darren Meale, **Simmons & Simmons**, UK

José Antonio Gil Celedonio, Director General, **Spanish Patent and Trademark Office**, Spain

11.00 COFFEE AND EXHIBITORS

11.30 PART 2 - TOWARDS A DIGITAL JURISDICTION

The digitalisation of the economy has highlighted the need for effective alternatives for resolving conflicts in international trade. Social networks and online sales platforms have created a sort of "digital jurisdiction" that, although limited, offers quick and economical solutions sustainably, while IP Offices have promoted digital interaction for prosecution, mediation and arbitration. The pandemic and other recent events have given a boost to the use of digital services, but how far can we go? The EU, especially through the Digital Services Act, also monitors and contributes to this development by setting rules and guaranteeing rights. Does all this act as a challenge, a relief or a threat for users/brand owners?

SESSION CHAIR:

Miguel Angel Medina, **Elzaburu SLP**, Spain
Member of MARQUES Council and Geographical Indications Team

SPEAKERS:

Javier Fernández-Lasquetty, **Elzaburu SLP**, Spain

TBC, EU Commission

Ricardo Pérez, **Kantar**, Spain

KEYNOTE SPEAKER:

TBC, EUIPO, Spain

13.00 LUNCH

14.15 PART 3 - SUSTAINABILITY IN THE SPOTLIGHT

This session will focus on integrating and prioritising sustainability within companies. We will compare the experiences of a company that has transformed to adopt sustainability on many levels with one that has had sustainability at its core from the start. The focus will be on how

sustainability can be incorporated and demonstrated in the trade mark strategy, and what changes it demands in practice.

SESSION CHAIR:

Claire Lehr, Edwin Coe LLP, UK
Vice-Chair of the MARQUES Programming Team

SPEAKERS:

Maureen Shannon, **Rivian Automotive**, USA

Marion Heathcote, **Davies Collison Cave**, Australia
Chair of the MARQUES IP Emerging Issues Team

Marianne van Keep, **Verstegen Spices & Sauces B.V.**, The Netherlands

15.45 TEA AND EXHIBITORS

16.15 PART 4 - HOW BRANDS RESPOND TO EXTERNAL DISRUPTION

Every company has been impacted by the Covid-19 pandemic. How did this sudden change affect the behaviour of consumers, business organisation and IP management? Panellists from diverse sectors will share their experiences and compare their approaches, focusing on trade mark strategy, marketing and advertising and workflow management.

SESSION CHAIR:

Vuk Sekulić, **MSA IP**, Serbia

SPEAKERS:

Myrtha Hurtado Rivas, **Nestle**, Switzerland

Paola Piccoli, **MF Brands Group**, Switzerland

17.15 SESSION SUMMATION AND CLOSE

19.00 COACHES DEPART FOR THE CULTURAL RECEPTION AT THE REAL CASINO DE MADRID

22.00 FIRST COACH RETURNS TO THE HOTEL

23.00 LAST COACH RETURNS TO THE HOTEL

PROGRAMME:

Thursday, 22nd September 2022

09.30 CORPORATE FOCUS GROUP (by invitation only)

In a world full of crisis (COVID, war, supply chain issues, leading to stalled sales and less consumption, but higher energy and raw material costs) the

budget talk gets more and more complicated and cost cuts have become the focus of the discussion. The group will discuss how to survive and how to measure successes and key performance indicators and return on investment, as well as how to secure budget, calculate the department's profit and loss statement and obtaining and sharing data.

MODERATORS:

Britta Schneider, **Zino Davidoff SA**, Switzerland
Member of MARQUES Council and IP Emerging Issues Team

Guido Baumgartner, **Coty Beauty Germany GmbH**, Germany
Member of MARQUES Council and Amicus Curiae Team

09.30 PART 5 - BEYOND REALITY: DEEPPAKES, AVATARS AND OTHER CREATURES

The pandemic and the tech revolution have boosted use by brands and consumers of new technologies and communication channels - including deepfakes, avatars, virtual influencers, virtual reality (VR) and augmented reality (AR), artificial intelligence (AI), gaming and metaverse. But they also bring reputational, ethical and sustainability considerations. This session will explore how brands (and IP Offices) can develop ethical and responsible digital strategies to use these technologies to connect with consumers and transmit their values, minimise risks and identify new opportunities.

SESSION CHAIR:

Sofia Martinez-Almeida, **Gomez-Acebo & Pombo**, Spain
Member of the MARQUES Regulatory Team

SPEAKERS:

Jimmy Klein, **Diageo**, Spain

Patrick Juarez Pennant, **SAMY Alliance**, Spain

TBC, **EUIPO**, Spain

LEWIS GAZE MEMORIAL SCHOLARSHIP PRESENTATION

11.00 COFFEE AND EXHIBITORS

11.30 PART 6 - BRANDING ALTERNATIVE PRODUCTS?

What are the particular challenges in branding innovative products that are sustainable, ethical and responsible? Featuring case studies from the food and fashion sectors, this interactive session will address the issues that brands need to consider when launching and marketing alternative goods and services.

SESSION CHAIR:

Mark Devaney, **Clyde & Co LLP**, UAE
Member of the MARQUES Intellectual Asset Management Team

SPEAKERS:

Rowena Tolley, **Kilburn & Strode**, UK

TBC

12.30 LUNCH

14.00 WORKSHOP I or CHOICE OF TOUR

The workshops are repeated at 15.30hrs to allow you to attend 2 workshop sessions

Workshop 1 - Protecting brands and consumers through tracking and tracing technologies

Counterfeit goods not only damage the value of legitimate brands but may also expose consumers to serious health and safety risks and significant economic effects. This interactive workshop will discuss current technologies being implemented to detect and deter counterfeits and to track and trace authentic, untampered products throughout the supply chain. Experts will discuss their companies' advances in thwarting counterfeiters and increasing product safety.

Presented by The MARQUES Anti-Counterfeiting and Parallel Trade Team

Workshop 2 - International Design filings done right

Registered designs are a powerful tool of IP protection, even more so on an international scale. Using the WIPO Hague System is very convenient and highly cost effective for International Design filings. Many relevant filing jurisdictions have joined the Hague Treaty – including China recently. However, there are some pitfalls to avoid on the route to International Design registration. This interactive workshop will provide you with hands-on guidance on International Design applications through the Hague System. The MARQUES Designs Team (Inga George, Oliver Nilgen) is teaming up with WIPO (Leandro Toscano) and industry representatives to give you firsthand practical advice on how to tailor your International Design application.

The workshop will also consider potential alternative dispute resolution mechanisms and the possible role of a universal mechanism to resolve disputes under the guidance of WIPO.

Presented by The MARQUES Designs Team

Workshop 3 - Enforcement challenges in the metaverse

The emergence of the metaverse is proving popular with both brands and infringers. This workshop, delivered by members of the MARQUES Dispute Resolution Team, will look at the challenges of enforcing IP rights in the metaverse including: jurisdiction issues and locating infringers; how to identify infringers; and challenges arising from Blockchain-derived instruments such as how to enforce a smart contract. The workshop will consider the future governance of the metaverse and whether there is scope for a WIPO arbitration style approach to resolving disputes.

Presented by The MARQUES Dispute Resolution Team

Workshop 4 - Web 3.0: What it is and what's the problem?

The CyberSpace Team will provide a short introduction to Web 3.0 before exploring three of its component parts – NFTs, Blockchain Domains and metaverses. The 'Exploration' work will be done in a workshop setting – conveniently sized round tables that will analyze and discuss sample cases based on real life issues. Whether you have a lot to learn or recent experiences to share, this session will give you the chance to raise questions and explore issues with others like you who are looking for answers.

Presented by The MARQUES Cyberspace Team

15.30 WORKSHOP II

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Presented by The MARQUES Cyberspace Team

19.00 COACHES DEPART FOR A BLACK TIE GALA DINNER & DANCE AT THE PALACIO DEL NEGRELEJO

23.00 FIRST COACH RETURNS TO THE HOTEL

01.00 LAST COACH RETURNS TO THE HOTEL

PROGRAMME:

Friday, 23rd September 2022

09.30 ANNUAL GENERAL MEETING

10.00 PART 7 - JUDICIAL APPROACHES TO PARASITIC COMPETITION

This session will focus on decisions regarding parasitic competition, where a competitor seeks to gain advantage by using similar products, store layouts, comparative advertising, original databases, non-registered designs and other trade elements. The panellists will explore the differences between various legal systems, especially those in France, Germany and the UK, regarding what is considered unfair – and will discuss recent case studies.

SESSION CHAIR:

Antonio Murta Filho, **Murta Goyanes Advogados**, Brazil
Member of the MARQUES Unfair Competition Team

SPEAKERS:

Matthew Dick, **D Young & Co LLP**, UK
Member of the MARQUES Unfair Competition Team

Alexandra Dimaggio, **Novagraaf**, France
Chair of the MARQUES Unfair Competition Team

Sascha Abrar, **Löffel Abrar**, Germany
Member of the MARQUES Unfair Competition Team

11.15 COFFEE AND EXHIBITORS

11.45 PART 8 - CJEU AND GENERAL COURT CASE UPDATE

The final session of this year's Conference will review recent judgments from the courts in Luxembourg. The panellists will examine the cases decided, discuss the courts' reasoning, explore the likely impact of the decisions on the practice of EUIPO and allow you to take home first-hand advice from EUIPO's Boards of Appeal.

SESSION CHAIR:

Till Lampel, **Harmsen Utescher**, Germany
Member of the MARQUES Unfair Competition Team

SPEAKERS:

Egon Engin Deniz, **CMS**, Austria
Member of MARQUES Council and Anti-Counterfeiting and Parallel Trade Team

Sven Stürmann, **EUIPO**, Chair of the 2nd Board of Appeal

13.00 CONFERENCE SUMMATION AND CLOSE

Joachim Hofmann, **Syngenta Crop Protection AG**, Switzerland
Chair of the MARQUES Council

13.15 LUNCH