

# PROGRAMME:

Wednesday, 17th September 2025

## 09.00 **FORMAL OPENING AND MARQUES ANNUAL REVIEW**

Claudia Pappas, **Thyssenkrupp Intellectual Property GmbH**, Germany  
Chair of the MARQUES Council

### **OPENING CEREMONY**

Hugues Derème, Director General, **Benelux Office for Intellectual Property**, The Netherlands

## 09.30 **PART 1 - HOW WILL EXTERNAL FACTORS CHANGE THE WAY WE WORK**

The opening session in this year's Annual Conference will explore what the future holds for brand owners, IP offices and practitioners. Speakers will discuss how developments in technology (AI), international trade, geopolitics and society will affect our day-to-day work.

### **SESSION CHAIR:**

Gregor Vos, **Brinkhof**, The Netherlands  
Member of the MARQUES Programming Team

### **SPEAKERS:**

Prof. Daniel J. Gervais, **Vanderbilt University**, Nashville, USA

## 11.00 **COFFEE AND EXHIBITORS**

## 11.30 **PART 2 - KEYNOTE INTERVIEW**

In this interactive session, EUIPO Executive Director João Negrão will answer questions on EUIPO's Strategic Plan 2030 and its implementation; the new competences of EUIPO; the new scenario of European and International cooperation; how EUIPO has enhanced the efficiency of its operations, including by using AI, to better serve the needs of the EUIPO customers; and what the EUIPO has planned to ensure that its services can continue to be user-centred and future-oriented. The audience will be invited to exchange with the Executive Director in the dedicated Q&A time.

### **INTRODUCTION:**

Claudia Pappas, **Thyssenkrupp Intellectual Property GmbH**, Germany  
Chair of MARQUES Council

### **INTERVIEWER:**

James Nurton, Editor, **MARQUES**, U K

### **GUEST:**

João Negrão, Executive Director, **EUIPO**

## 12.15 **ANNUAL GENERAL MEETING**

## 12.30 **LUNCH AND EXHIBITORS**

## 14.00 **PART 3 - BRANDS IN INTERNATIONAL TRADE**

Speakers will address the latest developments in international trade and their impact on brands, with a focus on parallel imports and exhaustion of rights in the EU and US. This includes questions on burden of proof in such cases and the consequences of de-branding.

They will also discuss emerging developments such as the growth of second-hand markets for luxury goods and the use of trade marks post-sale.

**SESSION CHAIR:**

Tobias Cohen Jehoram, **De Brauw Blackstone Westbroek**, The Netherlands  
Member of MARQUES Council

**SPEAKERS:**

Pablo Vanel, **Western Digital UK Ltd**, U K

Professor Lukasz Zelechowski, **University of Warsaw**, Poland,

**Leo Longauer, LVMH**, France

1st Vice-Chair of the MARQUES Council

**15.30 TEA AND EXHIBITORS**

**16.00 PART 4 - THE RISE OF SUSTAINABILITY IN IP**

This panel will explore how intellectual property intersects with sustainability, shaping the future of innovation and enforcement. Experts will discuss eco-friendly alternatives to destroying seized counterfeit goods, the role of refurbishing and re-selling in reducing waste and the impact of IP on product durability. The conversation will also cover packaging requirements, sustainable sourcing and the availability of spare parts to support a circular economy. Join us to uncover how IP policies can drive sustainability while protecting rights and markets.

**SESSION CHAIR:**

Chris Thomae, **Dumont**, Mexico

Member of the MARQUES Programming Team

**SPEAKERS:**

Virginia Cervieri, **Cervieri Monsuarez**, Uruguay

Member of the MARQUES Anti-Counterfeiting & Parallel Trade Team

Sebastien Vitali, **Johnson Controls**, Switzerland

Member of MARQUES Council and Member of the Amicus Curiae Team

Susana Fernandez Martin, **INDITEX, S.A.**, Spain

Member of MARQUES Council and Cyberspace Team

**17.15 SESSION SUMMATION AND CLOSE**

## PROGRAMME:

Thursday, 18th September 2025

**08.00 CORPORATE BREAKFAST (by invitation only)**

**GUEST SPEAKER**

João Negrão, Executive Director, **EUIPO**

**09.00 PART 5 - INTERNATIONAL JURISDICTION IN A CHANGING WORLD**

This session will focus on the challenges and solutions in enforcing IP rights, as well as defending allegations of infringement, internationally. Speakers will provide practical guidance for companies facing infringements in multiple jurisdictions, and will share tips on building an international enforcement and/or defence strategy. Using a case study of a product being launched in various

jurisdictions simultaneously, we will explore who to sue, where to sue, how to get multijurisdictional injunctions and what defence strategy to apply if being sued.

**SESSION CHAIR:**

Pascal Böhner, **Bardehle Pagenberg Partnerschaft**, Germany  
Member of the MARQUES Dispute Resolution Team

**SPEAKERS:**

Hens de Koning-Ghijsen, **Heineken International B.V.**, The Netherlands  
Member of the MARQUES China Team

Björn Norberg, **H&M - Hennes & Mauritz**, Sweden

Alberto Camusso, **Studio Legale Jacobacci & Associati**, Italy  
Chair of the MARQUES Dispute Resolution Team

Alicia Martin, **PVH Europe B.V.**, The Netherlands

10.30

**COFFEE AND EXHIBITORS**

11.00

**PART 6 - BRANDS IN INTERNATIONAL M&A**

This session will explore how to manage brands in international M&A deals. Speakers will explore the practical issues that arise in these transactions, including when IP counsel should get involved, rebranding after divestment, considerations in perfecting changes in title and pitfalls to avoid. The panel will include both in-house and outside counsel perspectives, based on extensive experience of international deals.

**SESSION CHAIR:**

Michelle Ciotola, **Cantor Colburn LLP**, USA  
Member of the MARQUES Intellectual Asset Management Team

**SPEAKERS:**

Geert Lokhorst, **De Brauw Blackstone Westbroek**, The Netherlands

Dieuwertje van der Schalk, **Jacobs Douwe Egberts**, The Netherlands  
Member of MARQUES Council and Intellectual Asset Management Team

**LEWIS GAZE MEMORIAL SCHOLARSHIP**

**PRESENTED BY:**

Claudia Pappas, **Thyssenkrupp Intellectual Property GmbH**, Germany  
Chair of MARQUES Council

12.30

**LUNCH AND EXHIBITORS**

14.00

**CHOICE OF WORKSHOPS**

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

**Special  
Event**  
(approx. 2  
hrs.)

**How Europol is helping to fight counterfeits**

**This special meeting will be held at EUROPOL Headquarters and will not be repeated.**

Hear from senior specialists about recent successful operations, conferences and meetings.

---

## Regular Workshops

**1<sup>st</sup> session at 14:00 hrs.**     **Workshop 1 - Geographical Intelligence**

**2<sup>nd</sup> session at 15:30 hrs.**

### **Presented by the MARQUES Geographical Indications Team**

Join the Geographical Indications Team on a sensorial and interactive legal journey. Dive into complex questions of law over a glass of complex wine. Experience soft IP with hard cheese. Learn why stirring GIs into the name of a processed product isn't always legally tasteful. By the end of this full-bodied workshop, you'll master the recent EU regulations on geographical indications with craft. Don't miss this opportunity to elevate your spirits and to distil legal wisdom.

#### **WORKSHOP LEADER:**

Paulo Monteverde, **Baptista, Monteverde & Associados**, Portugal

---

### **Workshop 2 - "Trolling the Trolls"**

#### **Presented by the MARQUES Dispute Resolution Team**

In this workshop you will be engaged in cases on bad faith trade mark registrations and trolling behaviour in various jurisdictions. We will explore a best-practice guide to factors that courts have held relevant for determining bad faith.

#### **WORKSHOP LEADERS:**

Constantin Kletzer, **Geistwert Rechtsanwälte OG**, Austria

Yasemin Aktas, **Abion**, Turkey

Patricia McGovern, **DFMG Solicitors**, Ireland

---

### **Workshop 3 - Shaping a sustainable future: Eco-design, eco-labelling, and the new Packaging and Packaging Waste Directive**

#### **Presented by the MARQUES Regulatory Team**

Join us to explore the latest EU initiatives impacting packaging – including the Plastics Regulations, eco-design requirements, and effective strategies for eco-labelling, the Packaging and Packaging Waste Directive – and how these regulations influence branding decisions.

#### **WORKSHOP LEADERS:**

Magdalena Borucka, **Taylor Wessing**, UK

David Legge, **Tomkins & Co**, Ireland

Eva-Maria Strobel, **Baker McKenzie Switzerland AG**, Switzerland

---

### **Workshop 4 - Use of GenAI in Advertisements**

#### **Presented by the MARQUES Cyberspace Team**

This workshop will focus on using GenAI in advertising. Various use cases will be presented, and legal issues will be discussed. The use cases include

deepfake advertising featuring celebrities, real locations and events, out-of-home advertising, labelling requirements for AI-generated content and ownership of AI-generated avatars or models. The speakers will discuss the legal issues and possible solutions with the participants and learn from their experiences in their daily practice.

**WORKSHOP LEADERS:**

Fabian Reinholz, **Härting Rechtsanwälte**, Germany

Stuart Lester, **Mishcon de Reya LLP**, UK

Gabriele Engels, **D Young & Co LLP**, Germany

---

**Workshop 5 - Exploring the Selective Distribution Landscape**

**Presented by the MARQUES Famous & Well Known Marks Team**

This workshop will explore various aspects of selective distribution, beginning with an overview of the legal approach to the subject, as a result of a survey covering over 25 countries. Some common ground will be highlighted as well as different paths to resolve conflicts with an emphasis on contract law, competition law or trademark law depending on the jurisdiction. The core of the workshop will examine hot topics in the EU regarding selective distribution systems such as the protection of luxury brands, territorial restrictions, exhaustion of trade mark rights and courts' approach to selective distribution agreements in various countries.

**WORKSHOP LEADER:**

Laetitia d'Hanens, **Gusmão & Labrunie**, Brazil

---

**Workshop 6 - Behind the Screens: Law, Technology and the Fight Against Online Counterfeits**

**Presented by the MARQUES Anti-Counterfeiting & Parallel Trade Team**

As e-commerce and social media platforms become the primary marketplace for millions of consumers, the proliferation of counterfeit goods online continues growing at an alarming pace.

The use of powerful technologies - including AI - by major actors in the digital world, the development of legal frameworks and cooperation between brands and e-commerce platforms can be solutions to address these threats. Join us for a dynamic and timely discussion on how the different actors can work together to combat the growing menace of counterfeits.

This panel brings together industry leaders, legal experts and digital enforcement specialists to examine the evolving challenges of identifying, removing and preventing counterfeit products online.

**WORKSHOP LEADER:**

Stefan Schroeter, **MLL Meyerlustenberger Lachenal Froriep AG**, Switzerland

**SPEAKERS:**

Maria Cecilia Romoleroux, **CorralRosales**, Ecuador

Zhanna Kryukova, **Nord-Lock International AB**, Sweden

Jose Antonio Moreno Campos, **Alibaba Group**, Spain

Harrie Temmink, Head of Service 'Intellectual Property in the Digital World', **EUIPO Observatory**, Spain

---

### **Workshop 7 - The Madrid Protocol and North America: the Canada and WIPO perspective**

**Presented by the MARQUES International Trademark Law & Practice Team**

Join MARQUES experts and officials from IP offices for a discussion on the latest developments in international trade mark strategy.

#### **WORKSHOP LEADERS:**

Sanjukta Tole, **Dickinson Wright LLP**, Canada

Michael Leonard, **Fox Rothschild LLP**, USA

#### **SPEAKERS:**

Mesmin Pierre, Director General, Trademarks and Industrial Designs Branch, **Canadian Intellectual Property Office**

Debbie Roenning, Director, Madrid Legal Division, Madrid Registry, **WIPO**, Switzerland

---

## **PROGRAMME:**

Friday, 19th September 2025

### **09.45 PART 7 - REVIVAL OF BRANDS**

This session will provide a walk through the dos and don'ts when resuming use of a sleeping brand - with an emphasis on intermediate rights.

#### **SESSION CHAIR:**

Donald Schnyder, **Wild Schnyder AG**, Switzerland

Member of the MARQUES Programming Team

#### **SPEAKERS:**

Ezio Bonaccorso, **Nestlé**, Switzerland

Member of MARQUES Council and Cyberspace Team

Tobias Malte Mueller, **A M P E R S A N D**, Germany

Member of the MARQUES Amicus Curiae Team

Laurence Morel-Chevillet, **Bulgari S.p.A.**, Italy

### **11.15 COFFEE AND EXHIBITORS**

### **11.45 PART 8 - CJEU AND EU GENERAL COURT CASE LAW**

This year's Conference will conclude with our annual review of the most significant recent judgments from the EU courts in trade mark, design and other IP cases. The speakers will highlight why the cases are important and examine their practical implications for brand owners.

#### **SESSION CHAIR:**

Willem Leppink, **Ploum**, The Netherlands

Member of MARQUES Council and Programming Team

**SPEAKERS:**

Anja Franke, **Grunecker Patent- und Rechtsanwälte PartG mbB**, Germany  
Member of the MARQUES Anti-Counterfeiting & Parallel Trade Team

Pawel Siekierzynski, **Siekierzynski Kochlewski sp. j.**, Poland  
Member of the MARQUES Famous & Well-Known Marks Team

**13.00 CONFERENCE SUMMATION AND CLOSE**

Claudia Pappas, **Thyssenkrupp Intellectual Property GmbH**, Germany  
Chair of the MARQUES Council

**13.15 LUNCH**