

Trademarks, Designs and more – AIPPI at the EUIPO

April 26, 2018

Programme

- 08:30 - 17:00 **Registration and information desk open**
- 09:00 - 09:15 **Opening remarks**
- *Christian Archambeau (Deputy Executive Director, EUIPO)*
- 09:15 - 09:45 **Keynote address: the commercial relevance of design protection**
- *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
- Moderator:*
- *Christopher Carani (McAndrews, Held & Malloy, Ltd.)*
- Speakers:*
- *Klaudia Blach-Morysinska (Zaborski, Morysiński Law Office)*
 - *Prof. Tobias Cohen Jehoram (De Brauw Blackstone Westbroek)*
 - *Stephan Hanne Iclad (EUIPO)*
- 11:00 – 11:15 **Networking/coffee break (Foyer)**
- 11:15 – 12:30 **Panel Session 2: Interplay and overlap of IP rights**
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

Moderator:

- Anne Marie Verschuur (AIPPI)

Speakers:

- 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

Brief report: AIPPI Trademarks and Designs Committees

Members of the leadership teams of AIPPI's Standing Committees on Trademarks and Designs will give an overview of their recent and ongoing work

Speakers:

- Ruth Almaraz Palmero (Almaraz Palmero IP)
- Christopher Carani (McAndrews, Held & Malloy, Ltd.)
- Eléonore Gaspar (Duclos, Thorne, Mollet-Viéville & Associés)

14:00 – 15:15

Panel Session 3: Design protection in practice

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

Moderator:

- Sara Ashby (Wiggin LLP)

Speakers:

- Elizabeth Fink (EUIPO)
- Prof. Remédio Marques (University of Coimbra)
- Fernando Rodríguez (FJF Legal)

15:15 – 15:30

Networking/coffee break (Foyer)

15:30 – 16:45

Panel Session 4: GUIs – challenges and opportunities

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

Moderator:

- *Erik Ficks (Roschier)*

Speakers:

- *Dr. António Andrade (Vieira de Almeida & Associados)*
- *Dimitrios Andrianopoulos (EUIPO)*
- *Violeta Ghetu (WIPO)*
- *Dr. Noam Shemtov (Queen Mary University of London)*

16:45 – 17:00

Closing remarks