

MARQUES

25TH ANNUAL CONFERENCE



Reality Check

Tuesday 13th – Friday 16th September 2011

Early Bird Discount

Available to members of **MARQUES** for bookings received before Friday 24th June 2011. Register on line at www.marques.org/conferences



Grand Hotel Dino
Corso Garibaldi, 20,
28831 Baveno, Italy

Reality Check

The programme

For its 25th Annual Conference, **MARQUES** will consider the impact of the world economic crisis on the strategy of brand owners as to the selection, protection, promotion and enforcement of trademarks, including whether brands are now less affected by hype and more “back to reality”. Experts in marketing and new media, representatives of major companies and experienced lawyers will address latest developments and what we may expect in the future, all in the extraordinary natural setting of the Italian Lago Maggiore.

Introduction

Baveno is a town in the province of Verbano-Cusio and Ossola, Northern Italy approximately 45 minutes from Milan Malpensa Airport. To the north-west are the famous red granite quarries, which have supplied the columns for the Galleria Vittorio Emanuele and the Cathedral of Milan and the church of San Paolo fuori le Mura in Rome. Apart from the incredible views, one of the main attractions are the 19th century historic villas and castles along the lake shore.

Lago Maggiore is located on the south side of the Alps and lies on the borders of Italy and Switzerland. It is the second largest lake in Italy and largest in southern Switzerland and extends for approximately 70 km between Locarno and Arona.

Accommodation

We have secured accommodation at Zacchera Luxury Hotels in Baveno which are privately owned and still to this day, run by the Zacchera family. These are the Grand Hotel Dino the Hotel Splendid and the Hotel Simplon all within a few minutes walk of each other along the shore of Lago Maggiore. Accommodation at the conference hotel (Grand Hotel Dino) will be allocated on a “first come first served” basis.

Subject to availability, special rates have been negotiated for delegates wishing to extend their stay either before or after the conference. Rates are inclusive of breakfast.

Non-Residential and Modular Registrations

We are able to offer those delegates who choose to source their own accommodation or those who live locally, modular participation in both the conference seminars and the social activities. Please see Non-Residential and Modular section on the registration form.

Social Programme

We have organised an exciting social programme and attendance at these functions is restricted to registered delegates and registered partners only. Unfortunately we are unable to offer registrations for social functions only.

On Tuesday evening there will be an informal Welcome Reception in the gardens of the Grand Hotel Dino overlooking the magnificent lake with views of the mountains. Following this will be a buffet supper where we will be able to sample “The Hidden Secrets of Italian Regional Cuisine”. *Dress Code: Smart/Casual/Comfortable (Gentlemen are not required to wear suits or ties)*

On Wednesday evening, after a short journey by boat across Lago Maggiore, there will be a short tour of the magnificent Borromeo Palace on Isola Bella. This will be followed by a drinks reception on the upper terrace as we watch the breathtaking sight of the sun setting over the lake and mountains. Following this we will proceed to restaurants on the lake shore, where we will be able to soak up the local atmosphere and have a traditional Piedmontese Italian evening meal. *Dress Code: Smart/Casual/Comfortable (Gentlemen are not required to wear suits or ties)*

On Thursday evening there will be a Drinks Reception in the gardens of the Grand Hotel Dino, this will be followed by a Gala Dinner and dancing until the early hours of the morning. *Dress Code: Black Tie/Tuxedo (An opportunity for the Ladies to wear their party dresses)*

Registration Fees

Members of **MARQUES** are offered an “Early Bird Discount” for registration for full residential or non-residential packages booked by Friday 24th June 2011. Please refer to the notes on the Registration Form for details of available options.

CPD Credits

MARQUES is an authorised course provider under the UK Law Society CPD Scheme (Ref: BKD/MARQ) and is an accredited training provider of CPD for the Institute of Legal Executives and the UK Bar Association. This Conference qualifies for up to 11 hours credit.

The Institute of Trade Mark Attorneys (ITMA) will award 12 ITMA CPD points to the full conference programme and delegates who attend the Thursday workshops can be accredited with a further 2 ITMA CPD points.

This conference has been accredited with the competent Italian Bar Association and the lawyers registered with any local Italian Bar will qualify to up to 14 CPA points.

Certificates of attendance can be issued on request to the **MARQUES** Secretariat.

Please note that early registration is strongly recommended. The latest possible date for receipt of registrations and payment of fees is Friday 2nd September 2011. Unfortunately MARQUES cannot guarantee acceptance of your registration after this date. Registrations after Friday 2nd September 2011 will only be accepted if payment is made by credit card at the time of registration.

Tuesday 13th September

- 10:00 hrs Meeting of **MARQUES** Council
- 13:00 hrs Conference Registration Desk opens
- 14:00 hrs Meeting of **MARQUES** Teams
- 18:30 hrs Council, Speakers and First Time Attendees Reception (by Invitation only)
- 19:00 hrs Welcome Reception
Theme: The Hidden Secrets of Italian Regional Cuisine
- 22:00 hrs Reception ends

Wednesday 14th September

- 09:30 hrs **COACHES LEAVE FOR FULL DAY PARTNER PROGRAMME**
- 09:00 hrs **FORMAL OPENING AND REVIEW OF ACTIVITIES**
Nunzia Varricchio, **DSM**, The Netherlands
Chair of **MARQUES** Council

Loredana Gulino, Director General, Directorate for Combating Counterfeiting, **Italian Patent and Trademark Office (UIBM)**, Italy
- 09:15 hrs **INTRODUCING THE CONFERENCE THEME**
Shane Smyth, **FRKelly**, Ireland
Member of **MARQUES** Council and Education Team
- 09:30 hrs **PART 1- REALITY TREND**
From hype “back to reality”/ Trends and news from marketing gurus/ Communication and social trends / Enhanced reality / How brand owners change strategy

SESSION CHAIR:
Massimo Sterpi, **Studio Legale Jacobacci Sterpi Francetti Regoli de Haas**, Italy
Member of **MARQUES** Council and Regulatory Team

SPEAKERS:
Francesco Morace, **Future Concept Lab**, Italy
Derrick de Kerckhove, **University of Toronto**, Canada
-
- 10:30 hrs **COFFEE & EXHIBITION**

- 11:00 hrs **PART 2 – REALITY AND VIRTUAL REALITY**
Trademarks in social networking media / Facebook / From e-commerce to m-commerce / Trademarks in evolving business models (practical and prudential issues in policing and enforcement in internet and mobile media)

SESSION CHAIR:
Virginia Taylor, **Kilpatrick Townsend & Stockton LLP**, USA
Member of **MARQUES** Council and Programming Team

SPEAKERS:
Irene Boni, **Yoox.com**, Italy

Vanni Volpi, **Guccio Gucci S.p.A**, Italy
Member of **MARQUES** Council

Gabrielle Olsson Skalin, **Inter IKEA Holding Services A.A.** Belgium
-
- 12:30 hrs **KEYNOTE SPEAKER**
Marco Boglione, President, **BasicNet Group**, Italy
-
- 13:00 hrs **LUNCH & EXHIBITION**
-
- 14:15 hrs **PART 3 - REALITY FUNCTION**
Update on legal analysis of the trademark function / Traditional and non traditional trademarks and their value and enforcement in real life

SESSION CHAIR:
Peter Wild, **Wild Schnyder AG**, Switzerland
Vice Chair of **MARQUES** Programming Team

SPEAKERS:
Charles Gielen, **NautaDutilh NV**, The Netherlands
Murielle Vincenti, **PRADA SA**, Luxemburg
Mark Hodgkin, **Cadbury Holdings Limited**, UK
Member of **MARQUES** Council and Brands and Marketing Team
-
- 15:45 hrs **TEA AND EXHIBITION**

16:15 hrs **PART 4 – REALITY OF COST**
Tulip® / Innovative schemes / Customs surveys and network outsourcing / Brand against counterfeits / Creative approach against squeezing approach

SESSION CHAIR:

Cara Boyle, **Fross Zelnick Lehrman & Zissu**, PC, USA
Member of **MARQUES** Brands and Marketing Team

SPEAKERS:

Simon Tracey, **Mishcon de Reya**, U.K.
Jean-Pierre Maeder, **Société des Produits Nestlé SA**, Switzerland
Member of **MARQUES** Council

17:15 hrs **SESSION SUMMATION AND CLOSE**

18:00 hrs Boats depart for the Borromeo Palace, Isola Bella on Lago Maggiore

22:00 hrs First Boats return to the hotels

23:00 hrs Final Boats return to the hotels

Thursday 15th September

07:30 hrs **BREAKFAST MEETING FOR CORPORATE MEMBERS**
(By Invitation only)

WELCOME:

Dieuwerke van der Schalk, **Sara Lee/DE NV**, The Netherlands
Member of **MARQUES** Council and Vice Chair of the Intellectual Asset Management Team

MODERATORS:

Jakob Balling, **Arla Foods**, Denmark
Member of **MARQUES** Intellectual Asset Management Team

Ralph Thomas, **DSM**, The Netherlands
Member of **MARQUES** Intellectual Asset Management Team

09:00 hrs **WIPO UPDATE AND REVIEW**

WIPO's update on activities affecting trademark and design owners, with a focus on the international registration systems (Madrid, Hague and Lisbon) and developments in the WIPO Standing Committee on Trademarks (SCT)

SESSION CHAIR:

Markus Frick, **Walder Wyss Ltd.**, Switzerland
Vice Chair of **MARQUES** Trademark Law and Practice Team

SPEAKERS:

Debbie Roenning, Director, Legal and Promotional Division,
International Registries of Madrid and Lisbon, **WIPO**, Switzerland
Marcus Hopperger, Acting Director Trademarks, Industrial Designs Law
Division, **WIPO**, Switzerland

10:00 hrs **PART 5 – REALITY CHECK**

Neuro Science / Market surveys / Brand awareness / Feedback from consumers about brand image or brand abuse / Class actions

SESSION CHAIR:

Hub Harmeling, **Freshfields Bruckhaus Deringer**, The Netherlands

SPEAKERS:

Gerald Ford, **Bubala & Associates**, USA
Peter Munzinger, **Bardehle Pagenberg**, Germany
Member of **MARQUES** Geographical Indications Team

11:00 hrs **COFFEE AND EXHIBITION**

11:30 hrs **PART 6 – MARKET REALITY**

Charity branding / Green branding / Celebrity marketing and celebrity design customising brands and products / Guerrilla marketing / Pop-up shops / Ambush marketing

SESSION CHAIR:

Daan Teeuwissen, **Knijff Trademark Attorneys**, The Netherlands
Chair of **MARQUES** Education Team

SPEAKERS:

Daretia Austin, **Time Warner Inc**, USA

12:30 hrs **LUNCH AND EXHIBITION**

14:15 hrs WORKSHOPS

1. ICANN New gTLD Program: Time to adjust your Domain Strategy to the Reality

Presented by the **MARQUES** Cyberspace Team

2. Reality Bites – Enjoy a smörgåsbord of routes to protection of GIs

Presented by the **MARQUES** Geographical Indications Team

3. Reality and Fiction: Brands and Product Placement rules all over the world

Presented by the **MARQUES** Regulatory Team

4. Studying and Improving Reality: The study of the functioning of the Trademark System in Europe: The Max Planck Institute white paper

Presented by the **MARQUES** Study Task Force and **MARQUES** Trademark Law and Practice Team

14:15 hrs Optional Excursions Depart

19:30 hrs Drinks Reception and Black Tie Gala Dinner and Dance

Friday 16th September

09:30 hrs ANNUAL GENERAL MEETING

09:45 hrs OHIM – LATEST DEVELOPMENTS IN THE CASE-LAW OF THE OFFICE AND THE COURTS

SESSION CHAIR:

Carles Prat, **Baker & McKenzie**, Spain

Member of **MARQUES** Council and member of the Amicus Curiae Team

SPEAKERS:

António Serge De Pinho Campinos, President of **OHIM**, Spain

Vincent O`Reilly, Director, Department for Intellectual Policy, **OHIM**, Spain

10:45 hrs LEWIS GAZE MEMORIAL SCHOLARSHIP PRESENTATION

Nunzia Varricchio, **DSM**, The Netherlands

Chair of **MARQUES** Council

11:00 hrs COFFEE AND EXHIBITION

11:30 hrs **MARQUES** COMMUNICATION AND MEMBERSHIP TEAM PRESENTATION

Hanne Weywardt, **MAQS Law Firm**, Denmark

Member of **MARQUES** Council and Chair of the Communication and Membership Team

Bas Kist, Vice Chair of **MARQUES** Communication and Membership Team, The Netherlands

11:45 hrs OHIM – REALITY IN CASE LAW

The latest landmark decisions of the Court of Justice of the European Union and the General Court

SESSION CHAIR:

Carles Prat, **Baker & McKenzie**, Spain

Member of **MARQUES** Council and the Amicus Curiae Team

SPEAKER:

Michael Edenborough, QC, **Serle Court**, UK

12:30 hrs PANEL DISCUSSION

13:00 hrs CONFERENCE SUMMATION AND CLOSE

Nunzia Varricchio, **DSM**, The Netherlands

Chair of **MARQUES** Council

13:15 hrs LUNCH

NOTES FOR DELEGATES

NAME and COMPANY

Please supply the details in the way in which you would like them to appear on your conference name badge. The use of first names is preferred to initials. Your co-operation would be appreciated.

A1 Full Programme

Includes all professional and social events within the programme from Tuesday evening up to, and including, lunch on Friday. Please note the full programme does **NOT** include accommodation.

A2 Accompanying Spouse/Partner

Includes a full day excursion on Wednesday and all meals and social events in the programme from Tuesday evening up to, and including, lunch on Friday. Please note that attendance at formal business sessions is **NOT** included. This category does **NOT** apply to business partners who wish to attend the conference sessions, such persons must register as delegates at the appropriate rate.

B1 Fully Residential Package

Includes all professional and social events within the programme from Tuesday evening up to, and including, lunch on Friday **and accommodation in a single room on Tuesday, Wednesday and Thursday nights.**

B2 Accompanying Spouse/Partner

Includes a full day excursion on Wednesday and all meals and social events in the programme from Tuesday evening up to, and including, lunch on Friday and accommodation in a shared room on Tuesday, Wednesday and Thursday nights. Please note that attendance at formal business sessions is **NOT** included. **This category does NOT apply to business partners who wish to attend the conference sessions, such persons must register as delegates at the appropriate rate.**

C Accommodation

Accommodation is subject to hotel availability and will be handled on a first come first served basis. The rates quoted are inclusive of breakfast.

D1 Tuesday Welcome Reception

Fee includes attendance at the Welcome Reception on Tuesday evening.

D2 Wednesday Full Day

Fees include morning coffee, lunch, afternoon tea and all morning and afternoon conference sessions on the day. Attendance at the evening social function is **NOT** included.

D3 Wednesday Evening

Fee includes boat transfers to and from the Borromeo Palace, Isola Bella on Lago Maggiore.

D4 Thursday Morning only

Fee includes morning coffee, lunch and all conference sessions offered during the morning.

D5 Thursday Afternoon only

Fee includes lunch and your pre-chosen workshop.

D6 Thursday Gala Dinner

Fee includes pre dinner drinks reception.

D7 Friday Morning only

Fee includes morning coffee, lunch and all conference sessions offered during the morning.

E MARQUES Membership

If your company is not a member of **MARQUES (and has never been)** and would like to join **MARQUES** to take advantage of the benefits of membership and the reduced member rates for this conference simply add €370/£250 to your registration and use the Member Rates (or Members Early Bird rate before Friday 24th June 2011) indicated on the form when calculating the Total Fee Payable.

F PAYMENT

FULL PAYMENT MUST BE RECEIVED BEFORE COMMENCEMENT OF THE CONFERENCE

MARQUES are unable to provide support or assistance with entry Visas until full payment of the conference fee has been received. Fees once paid are not refundable unless a cancellation is received at least three weeks before the event (**Monday 22nd August**). In all cases, 25% of the fees paid will be retained to cover administrative expenses. Delegate substitutions are permitted at any time. In the event of cancellation by **MARQUES**, liability will be limited to the return of fees actually paid. **Under Italian VAT regulations (Article 7ter/decreto 633/1972) VAT is not chargeable**

PLEASE NOTE:

- **Registrations made after 2nd of September MUST be paid for by Credit Card at the time of registration.**
- **Admittance to the conference may be refused if full payment has not been received by the time of registration in Lago Maggiore.**

G TRANSFERS:

Complimentary transfers to and from the Conference Hotels will **ONLY** be available from **Milan Malpensa Airport (MXP)** and to those delegates who register for the Fully Residential (B1) Package. Details of this service will be sent together with confirmation of registration and your hotel accommodation.

MARQUES

Conference Office,
840 Melton Road, Thurmaston,
Leicester, LE4 8BN, United Kingdom

Tel: +44 116 264 0080
Fax: +44 116 264 0141

E-mail: info@marques.org Web: www.marques.org

BEFORE COMPLETING THIS FORM IN BLOCK CAPITALS, PLEASE REFER TO THE NOTES FOR DELEGATES

When complete, this form (together with confirmation of payment arrangements - see note F) should be sent to:

The **MARQUES** Conference Office, 840 Melton Road, Thurmaston, Leicester, LE4 8BN, United Kingdom, Tel: +44 116 264 0080, Fax: +44 116 264 0141

Please note that the final date for receipt of registrations and payment is **Friday 26th August 2011**

For Office use only

Mr Mrs Dr
Miss Ms Other

First name Family name

Company

Address

Country Telephone

Fax Email

Your VAT No.

Name – including first name –
of spouse/partner/guest
(If appropriate)

NOT A MEMBER?
Join now for as little as €370 and save up to €850 on your registration - see note E.

Please tick here if you are a first time attendee

| No. | Members | | Member rate | | Non-Member rate | | TOTAL |
|---|--------------------------|-------|-------------|-------|-----------------|-------|----------------------|
| | Early Bird Discount* | | Euro € | GBP£ | Euro € | GBP£ | |
| A. Full Programme (including all social functions but not accommodation) | | | | | | | |
| 1 Delegate | <input type="checkbox"/> | 1,800 | 1,575 | 2,200 | 1,925 | 2,650 | 2,300 |
| 2 Accompanying spouse/partner | <input type="checkbox"/> | 725 | 630 | 725 | 630 | 775 | 675 |
| TOTAL SECTION A | | | | | | | <input type="text"/> |

| | | | | | | | |
|---|--------------------------|-------|-------|-------|-------|-------|----------------------|
| B. Fully Residential Package (including all social functions and three nights accommodation) | | | | | | | |
| 1 Delegate | <input type="checkbox"/> | 2,350 | 2,050 | 2,750 | 2,400 | 3,200 | 2,785 |
| 2 Accompanying spouse/partner | <input type="checkbox"/> | 800 | 695 | 800 | 695 | 850 | 740 |
| TOTAL SECTION B | | | | | | | <input type="text"/> |

| | | Single | | Double | |
|------------------------------------|--------------------------|--------|------|--------|----------------------|
| | | Euro € | GBP£ | Euro € | GBP£ |
| C. Additional Accommodation | | | | | |
| Night of Sunday 11th September | <input type="checkbox"/> | 205 | 178 | 230 | 200 |
| Night of Monday 12th September | <input type="checkbox"/> | 205 | 178 | 230 | 200 |
| Night of Friday 16th September | <input type="checkbox"/> | 205 | 178 | 230 | 200 |
| Night of Saturday 17th September | <input type="checkbox"/> | 205 | 178 | 230 | 200 |
| TOTAL SECTION C | | | | | <input type="text"/> |

* Early Bird Discount - Available to members of **MARQUES** on FULL packages booked before 24th June 2011

D. Modular Registration

| | | Member rate | | Non-Member rate | | |
|---|--------------------------|-------------|------|-----------------|------|----------------------|
| | | Euro € | GBP£ | Euro € | GBP£ | TOTAL |
| 1. Tuesday, 13th September - Welcome Reception | <input type="checkbox"/> | 200 | 175 | 225 | 200 | <input type="text"/> |
| 2. Wednesday, 14th September - Full Day Conference | <input type="checkbox"/> | 600 | 525 | 700 | 610 | <input type="text"/> |
| 3. Wednesday, 14th September - Social | <input type="checkbox"/> | 275 | 240 | 300 | 265 | <input type="text"/> |
| 4. Thursday, 15th September - Morning Conference Only | <input type="checkbox"/> | 350 | 305 | 445 | 390 | <input type="text"/> |
| 5. Thursday, 15th September - Afternoon Workshops | <input type="checkbox"/> | 300 | 265 | 370 | 325 | <input type="text"/> |
| 6. Thursday, 15th September - Gala Dinner & Dance | <input type="checkbox"/> | 325 | 285 | 400 | 350 | <input type="text"/> |
| 7. Friday, 16th September - Morning Conference | <input type="checkbox"/> | 350 | 305 | 445 | 390 | <input type="text"/> |
| TOTAL SECTION D | | | | | | <input type="text"/> |

Payment
Total
 E I require membership of **MARQUES** at €370/£335
 F **TOTAL FEE PAYABLE**

Under Italian VAT regulations (Article 7ter/decreo 633/1972) VAT is not chargeable

Payment may be made by:

- € Euro or £ Sterling cheque made payable to **MARQUES**
- Remittance in € Euro or £ Sterling directly into **MARQUES** Accounts at Barclays Bank, Town Hall Square, PO Box 54, Leicester, LE1 9AA, UK SORT CODE 20-49-11, SWIFT: BARCGB22. Euro Account number: 59713688. IBAN: GB42 BARC 2049 1159 7136 88. Sterling Account number: 20122319 IBAN: GB39 BARC 2049 1120 1223 19.
- By Credit Card (VISA, Mastercard, Eurocard, Diners and Amex)
If you wish to take advantage of this service, please provide the following information:-

Card type VISA Eurocard Mastercard Diners AmEx

Card No.

Start date Expiry date Issue No.
(if applicable)

Name and address of registered Cardholder (if different from delegate details provided)

Signature of Cardholder

Data Protection: By completing and returning this form you agree to allow **MARQUES** to hold and process data about your registration on computer and to pass this information on to any third parties as may be required to ensure efficient administration of the event. **MARQUES** does not rent or sell any data to any other companies or organisations.