

Collaborations and sponsorships



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Organization:

Departamento de Derecho Mercantil y Procesal de la Universidad de Alicante
Master de Propiedad Industrial e Intelectual de la Universidad de Alicante. Magister Lvcentinvs
EUIPO European Union Intellectual Property Office

Committee from the Commercial Law Department

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For more information on the programme and the participation (registration), please contact our office:

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Master in Intellectual Property European Union Trademark Intensive Module 2017



January 30 - February 3
2017
EUIPO



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The Magister Lvcentinvs

Is one of the most prestigious European centres providing specialized education in Intellectual Property Law. It is in this endeavour that some of the most influential Intellectual Property institutions participate in its one-year Master Programme, taking place in Alicante (Spain), also the seat of the European Union Intellectual Property Office. The Magister Lvcentinvs is a member of the European Intellectual Property Institutes Network (EIPIN).



Continuing Education

Pursuing its objective of contributing to the expansion of specialized knowledge in Europe, the Magister has launched a programme of Intensive Modules in 2003, in collaboration with different institutions and firms. Their aim is to provide practical and international knowledge of Intellectual Property laws and practice.

The Community Trade Mark Intensive Module

This programme, an advanced and intensive seminar organized within the framework of the XXIII Magister Lvcentinvs, Master in Intellectual Property of the University of Alicante, is organized in collaboration with the EUIPO and main specialized firms. It covers a wide variety of aspects of Trade Mark Law. Substantive and procedural issues, related with the protection of the European Union Trade Mark, are explained in detail by experienced professionals and academics, starting from the application for the European Union Trade Mark and including strategic issues related with the enforcement and protection of European Union Trade Marks.

Who should participate?

The programme is designed for law graduates, lawyers and professionals, who wish to specialize in the practice of European Union Trade Mark Prosecution and Litigation. The programme is particularly suitable for practitioners and professionals unable to interrupt their professional activities for long periods of time. The participants will share their academic activities with specialists and post-graduate students coming from different countries, mainly from the European Union and Latin America.

Language

All intensive modules are taught fully in English, in order to promote international participation.

Date and Venue

30/01/2017-03/02/2017.

EUIPO European Union Intellectual Property Office

Avenida de Europa, 4. E-03008 Alicante. SPAIN

Programme

30/1/17

13.45-14.00 **“Welcome EUIPO Magister Lvcentinvs”**
Ursula Schildt (EUIPO Academy Director)
Dr. Pilar MONTERO (University of Alicante, Commercial Law Department)”

14.00-15.00 **Means of evidence and assessing the evidence**
Stefano DI NATALE, Legal Assistant in the Fifth Board of Appeal (EUIPO)

15.00-16.00 **The Use of a trade mark in a form different than the registration - case law and principles**
Luca RAMPINI, Legal Specialist, International Cooperation and Legal Affairs Department (EUIPO)

16.00-16.30 Coffee break

16.30-17.30 **Misleading and deceptive trade marks**
Mark KENNEDY, Principal IP Assistant, Operations Department (EUIPO)

31/1/17

09.30-10.30 **Limits of trade marks: Parody**
Stefan MARTIN, Member of the Fourth Board of Appeal (EUIPO)

10.30-11.30 **Collective European Union trade marks and geographical trade marks**
Martin EBERL, IP Administrator, Operations Department (EUIPO)

11.30-12.00 Coffee break

12.00-13.00 **Fiduciary duties in cancellation proceedings - trade mark law perspective**
Vanessa PAGE, Reference Person on relative grounds and decision taker, Operations Department (EUIPO)

13.00-14.00 Lunch time

14.00-15.00 **Exploring the boundaries of European Union trade mark rights**
Michael HAWKINS (NOERR Alicante)

15.00-16.00 **Company names and trade marks**
Christoph BARTOS, Member of the Fourth Board of Appeal (EUIPO)

1/2/17

09.30-10.30 **Trade marks and Pharmaceutical industry**
Stephan HANNE, Legal Specialist, International Cooperation and Legal Affairs Department (EUIPO)

10.30-11.30 **Trade marks in the fashion industry: protection of objects, position marks and colours**
Stefan MARTIN, Member of the Fourth Board of Appeal (EUIPO)

11.30-12.00 Coffee break

12.00-13.00 **ECP4: Convergence Projects on Trade Marks**
Irene MARUGÁN, Deloitte Project Manager for International Cooperation and Legal Affairs Department (EUIPO), Cristina SENERIO, Deloitte Consultant for International Cooperation and Legal Affairs Department (EUIPO)

13.00-14.00 **The economic cost of IPR infringement in the spirits and wine sector and in the pharmaceutical industry**
Carolina ARIAS BURGOS, Economist in the Economics and Statistics Service, European Observatory on Infringements of Intellectual Property Rights (EUIPO)

14.00-15.00 Lunch time

15.00-16.00 **Trade mark legislative reform**
Dimitris BOTIS, Deputy Director for Legal Affairs, International Cooperation and Legal Affairs Department (EUIPO)

2/2/17

09.30-10.30 **The relevant Consumer and trade marks**
Cristina BERCIAL (Casalonga & Associés)

10.30-11.00 Coffee break

11.00-12.30 **Practical aspects: General Court Proceedings in Intellectual Property Matters**
Dr. Verena V. BOMHARD (Bomhard IP)

12.30-13.30 Lunch time

13.30-15.30 **European Union trade marks from the Practitioners Perspective: Panel I**
Chair: Dr. Verena V. BOMHARD (Bomhard IP), Jose ABAD (Landwell - PricewaterhouseCoopers), Sarka PETIVLASOVA (Hogan Lovells), Dr. Tobias DOLDE (Noerr Alicante IP)

15.30-18.00 Round Table: Students presentations
Stefan MARTIN, Member of the Fourth Board of Appeal (EUIPO)
Dr. Pilar MONTERO (University of Alicante, Commercial Law Department)

3/2/17

9.30-10.30 **Repeated filings of an earlier European Union Trade Mark registration**
Laura PEDEMONTE, (Barzanò & Zanardo)

10.30-11.00 Coffee break

11.00-12.30 **“IP Transactions. Goals and Opportunities. Licenses, assignments, sale and purchase agreements “**
Celia SUEIRAS (Garrigues Madrid)

12.30-13.30 Lunch time

13.30-15.30 **European Union trade marks from the Practitioners Perspective: Panel II**
Chair: Carolina PINA (Garrigues Madrid), Benjamin FONTAINE (E.G.Y.P), Helena GRANADO (Carlos Polo Asociados), Christian SCHALK (Bayer)

15.30-16.30 **Trade marks and wine industry**
Benjamin FONTAINE (E.G.Y.P)