

# Managing Intellectual Property™

## GLOBAL TRADEMARK FORUM 2020

MARCH 10  
CONVENE 810 SEVENTH AVENUE  
NEW YORK

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## OVERVIEW

A company's trademarks are some of its most important and valuable assets.

Today's trademark and copyright professional needs to constantly stay one step ahead with a strong brand and content protection strategy. Social media can connect a brand directly to consumers but it also allows for piracy and counterfeiting. How can companies fight back and mitigate counterfeiting? What are the best anti-piracy and content protection strategies? When does it make sense to litigate? As US companies continue to expand their trademark practices into the global landscape, how can you keep abreast on the different trademark developments around the world?

Our fourth annual **MIP Global Trademark Forum** brings together in-house trademark lawyers, law firm trademark partners and TM vendors from the NY-NJ-Conn area to discuss the challenges and opportunities as we enter a new decade! Our Forum typically brings over 100+ trademark professionals for engaging debates, high-level networking and expert advice-sharing from leading trademark counsel.



**VENUE**  
Convене  
Conference Center,  
810 Seventh Avenue,  
New York, NY

## PAST ATTENDEE COMPANIES

American Museum of Natural History, Anheuser Busch, Ascensia Diabetes Care, ASME, Authentic Brands Group, Barclays, BNY Mellon, Brooks Brothers, Burberry, Chilewich, David Yurman, Department of Homeland Security, Diageo, Forbes Media, GE, Heineken, Humanscale, Innophos, JCDcaux, Ketchum, LittleBits, Louis Vuitton, Marc Jacobs International, Mars, Mastercard Inc, McGraw-Hill Education, Memorial Sloan Kettering Cancer Center, Michael Kors, Mitsubishi UFJ Trust and Banking, Museum of Fine Arts Boston, New Avon, Nine West Holdings, Northwell Health, PepsiCo, Philip Morris International, Ralph Lauren, Revlon, SAP, Sony Music Entertainment, Soulcycle, Sports Illustrated, Sun Chemical, Swiss Re, Warner Music, Wyndham Worldwide

## WHO YOU WILL MEET

Trademark counsel		IP portfolio manager
	Associate general counsel	
General counsel		Chief legal officer

“ Great speakers who were very knowledgeable on the respective topics. Will definitely recommend to others and attend in the future ”

“ The expertise was on point and the format of panels was very interesting vs keynotes because we heard a variety of ways to address an issue ”

“ Fantastic selection of speakers. A variety of topics that cover all aspects of trademark practice. Great venue ”

## AGENDA

8:30 REGISTRATION AND NETWORKING BREAKFAST

9:00 OPENING REMARKS

Patrick Wingrove, Americas editor, *Managing Intellectual Property*

**9:05 IP monetization and licensing strategies**

- Strategic partnering/consulting with your business units
- Set boundaries and be careful with exclusivity
- Quality control and oversight of licensees
- US Supreme Court ruling on TM owner bankruptcy and its effect on licensees

**SPEAKERS**

Kimberly Maynard, partner, trademark & brand management, and litigation groups, *Frankfurt Kurnit Klein & Selz (moderator)*  
Oliver Herzfeld, SVP and chief legal officer, *Beanstalk*  
Elisheva Jasie, SVP, global business services & licensing, *Coty*  
Julianna Orgel-Eaton, assistant general counsel, *Ziff Davis*

**9:55 When to litigate?**

- In-house decision making process
- When to go beyond cease and desist letters and takedown notices
- Establishing remedies for trademark infringement
- Updates on recent litigation and TTAB proceedings

**SPEAKERS**

Dana Justus, counsel, *Sterne Kessler Goldstein & Fox (moderator)*  
Michael Crane, senior counsel, advertising & trademark, *Choice Hotels International*  
Monica Riva Talley, director, *Sterne Kessler Goldstein & Fox*  
Ksenia (KT) Takhistova, vice chair, director, legal counsel, *CME Group*

10:45 NETWORKING COFFEE BREAK

**11:05 Focusing on communities: responsible advertising, social media and online influencers**

- Properly managing influencers from contract through delivery
- Influencers duty to disclose relationships when promoting/endorsing products
- Privacy issues
- War stories

**SPEAKERS**

Marcella Ballard, partner, *Venable (moderator)*  
Jessica E Cardon, deputy general counsel, *Quality King Distributors*  
Lydia Cheuk, deputy general counsel, *Away*  
Tim Hirsch, general counsel, *CaaStle*  
Melissa Moriarty, assistant GC, *VaynerMedia*  
Kristen Ruisi, counsel, *Venable*

*12:05 Discussion at tables*

**12:15 Resolving international trademark issues**

- Strategies to effectively deal with trademark hijackers, bad faith filings, and infringement activity
- Searches and clearances best practices
- How to choose foreign counsel? Understanding local laws and customs
- How do damages and injunctive relief differ around the world?

**SPEAKERS**

Danny Awdeh, partner, *Finnegan (moderator)*  
Pamela Mallari, senior counsel - chocolate, marketing properties, *Mars*  
David Modzeleski, SVP IP & Litigation, *Discovery*  
Larry Rickles, chief trademark counsel, *Teva Pharmaceutical*  
Seana Smith, director - trademarks and copyrights, *Regeneron Pharmaceuticals*

1:05 NETWORKING LUNCH

**1:55 Breakout discussions on developing effective brand protection strategies**

*These interactive 30-minute breakout discussions will provide a unique opportunity to work closely with your peers to discuss the latest brand protection strategies. Attendees get to choose 2.*

**Roundtable A: Anti-counterfeiting and law enforcement**

**SPEAKER**

Kasie Brill, vice president, brand protection & strategic initiatives, *US Chamber of Commerce*

**Roundtable B: Ensuring your crisis communications will protect the brand**

**SPEAKER**

Ainslee Schreiber, associate general counsel, principal counsel IP, *WeWork*

**Roundtable C: Dealing with e-commerce and social media platforms: enforcing rights, second-hand goods and counterfeits**

**SPEAKER**

Michael LeMieux, *International Chamber of Commerce BASCAP*

2:55 NETWORKING COFFEE BREAK

**3:10 Best practices for dealing with Bad Faith in China**

- Trademark squatting
- Amendments of the Trademark Law
- Growing sophistication of bad faith behaviors
- Procedural difficulties

**SPEAKER**

Paul Ranjard, partner, *Wanhuida Intellectual Property*

*3:30 Discussion at tables*

**3:40 Latest best practices from in-house trademark counsel**

- Becoming proactive consultants to your business/marketing teams
- Driving efficiencies using metrics, technology and staffing
- What to outsource and what to manage internally

**SPEAKERS**

Matan Balas, former general counsel, *littleBits (moderator)*  
Patrick Flaherty, managing associate GC - IP law and policy, *Verizon Communications*  
Viviana Mura, formerly assistant GC, global IP, *Luxottica*  
Nishat Ruitter, general counsel, *TED Conferences*  
Sudipta Rao, head, global trademarks, oncology, *Novartis Pharmaceuticals*

4:30 FORUM ADJOURNS

*We will be applying to New York State for CLE accreditation. All attendees who sign the CLE sheet onsite will receive an email notification once credits are approved. You can earn up to 7 credits. Any questions, please contact Anne de Franca: [anne.defranca@euromoneyplc.com](mailto:anne.defranca@euromoneyplc.com)*

## BOOKING FORM

	In-house IP/trade mark counsel and heads of legal	Law firms, IP service providers and consultancies
Early bird rate (before January 17)	<input type="checkbox"/> FREE	<input type="checkbox"/> \$795
Standard rate (after January 17)	<input type="checkbox"/> FREE	<input type="checkbox"/> \$995

### YOUR DETAILS FOR REGISTRATION (PLEASE PRINT)

Delegate \_\_\_\_\_

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

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Please photocopy this page if registering more than one delegate

### METHOD OF PAYMENT

Please tick the appropriate box to choose your payment method and sign below:

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**REGISTRATION:** All registrations are subject to final review. Where the registration fee applies, the fee is charged in USD

**PAYMENT:** All registration fees (where applicable) must be received in full prior to the invoice due date or event date, whichever is sooner.

Please note that in completing this booking form you undertake to adhere to the cancellation and payment terms listed on this form.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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### CANCELLATION POLICY:

By registering for an event, you are agreeing to the terms and conditions whereby you are liable for a cancellation fee or the full conference fee (and field trip, pre/post conference workshops).

### FREE DELEGATES:

By registering for an event, you are agreeing to the terms and conditions whereby you are liable for a cancellation fee of \$199 if you cancel less than 48 hours before the event. All cancellations must be received in writing no later than March 8 2020. We cannot accept verbal cancellations. Cancellations received after March 8 2020 are liable for the \$199 fee.

### PAYING DELEGATES:

All cancellations by Participants must be received in writing at least 6 weeks before the first day of the Event (January 28, 2020). We cannot accept verbal cancellations. If written cancellation is received in writing at least 6 weeks before the first day of the Event, we will refund Fees already paid (if any) less a 10% administration charge (or such other charge as shall be specified in the Content provided to Participants upon registration for the Event). If written cancellation is not received in writing at least 6 weeks before the first day of the Event, the Participant shall be liable for payment of the Fee in full, irrespective of any non-attendance at the Event (no refund shall be due on any Fees already paid and/or any unpaid Fee invoices shall remain due and payable in full).

If owing to a force majeure, Managing IP is obliged to postpone or cancel the event. Managing IP will not be liable for any travel or accommodation expenses incurred by delegates or their organisations. Badge swapping with other registered/non-registered delegates is against our company policy and will not be permitted.

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