



UNION OF EUROPEAN PRACTITIONERS  
IN INTELLECTUAL PROPERTY



# ROUND TABLE

Amsterdam, 09 November 2012

## Preventing and Combating "Look-Alikes"

Protection and Enforcement Strategies in the EU

The appearance of products, both in terms of design and overall presentation at the point of sale, has been playing an increasingly important role in purchase decisions of modern consumers. As a result, protection of visual features has become a significant element in IP owners' portfolios. At the same time, such IP protection is acquiring key strategic value, as original products are often threatened by unauthorised "look-alikes". In a context where protection by Unfair Competition Law is not sufficiently harmonised in Europe, IP owners are faced with the challenging need to strategically protect product appearances, using available IP rights and enforcing such IP rights effectively.

This Round Table on IP protection in the EU will be an outstanding opportunity to hear from highly experienced professionals about best strategic protection and enforcement choices in Europe. Throughout the day and particularly during the proposed case study, real-life examples will be discussed and exchanged among participants and speakers will be facilitated to maximise practical benefits and learning.

Jointly organised by the Union Trademarks, Designs and Copyright Commissions  
in association with the Union Dutch national group.

10:00 Registration

10:30 Welcome: **Nils Schmid**, UNION President [Boehmert & Boehmert, Munich]

10:40 **PART 1: HOLISTIC PROTECTION STRATEGIES**

An overview of applicable IP rights across the EU (Design, Trademark and Copyright Law) and their interconnection in order to provide best protection for product designs, including documentation and filing strategies.

Chair:

**Alexander von Mühlendahl**, Attorney-at-Law [Bardehle Pagenberg, Munich]

Speakers:

**Jean-Jacques Canonici**, Patent Manager [Procter & Gamble]

**Johan Dedeckel**, Trademark & Design Attorney [Gevers, Ghent]

**Tobias Malte Müller**, Attorney-at-Law [Wirsing, Hass, Meinhold, Munich]

12:15 Lunch

13:30 **PART 2: EUROPEAN ENFORCEMENT STRATEGIES**

A comparative analysis of national fora, including Unfair Competition remedies, and an overview of pan-European and multi-national/cross-border litigation strategies.

Chair:

**Willem Hoyng**, Partner [Hoyng Monegier, Amsterdam]

Speakers:

**Trevor Cook**, Partner [Bird & Bird, London]

**Henning Hartwig**, Partner [Bardehle Pagenberg, Munich]

**Jan Otto**, Senior Counsel [Kraft Foods, Zurich]

15:00 Coffee break

15:30 **PART 3: CASE STUDY – THE TRIPP-TRAPP CHAIR**

Based on a real life Copyright litigation in several EU countries, this case will also bring in Trademark, Design and Unfair Competition aspects to assess best hypothetical protection and enforcement opportunities across the EU.

Chair:

**David Musker**, Partner [Jenkins, London]

Speaker:

**Eva Blum (Jensen)**, Attorney-at-Law [Lindahl, Malmö]

Panel:

**Alexander David von Franquemont**, Attorney-at-Law [Novagraaf, Brussels]

**Philipe Kutschke**, Attorney-at-Law [Bardehle Pagenberg, Munich]

**Marina Lanfranconi**, Partner [Mina Rotelli Lanfranconi, Milan]

**Eric Le Bellour**, Partner [Wiplaw, Paris/Brussels]

**Pedro Saturio**, Partner [Elzaburu, Madrid]

17:30 Closing



## ➔ REGISTRATION FORM

This Round Table will be held on Friday **09 November 2012** at

**De Industriële Groote Club** ([www.igc.nl/en](http://www.igc.nl/en))  
Dam 27, 1012 JS Amsterdam (NL)

### ➔ Registration Form

Please send the completed form/data by email to  
**uniondutchgroup@vereenigde.com** or by fax to **+31 70 416 67 99**

### ➔ YES, register me for the Round Table:

Name
Surname
Title
Company
Street
City & ZIP
Country
Tel
Email
For Union Members - Membership Number

➔ **Fee:** € 100 for **union** members  
€ 150 for non-members

The fee includes a buffet lunch and coffee breaks.

Payments must be made via bank transfer **prior to 15 October 2012**

### ➔ Bank

Bank: ING  
Account: 661013189 in the name of Union Nederlandse Groep  
Iban: NL66 INGB 0661 0131 89  
Bic: INGBNL2A  
Mention: Name of the person(s) for which the payment is made



## What is "union" ?

### Foundation

In 1961, twenty two far-sighted Patent Attorneys from nine European countries founded the "union of European Patent Attorneys" with the intention of providing European colleagues with a forum for discussing and influencing forthcoming draft laws and international agreements, and also helping the profession in Europe to grow together.

Although originally restricted to Patent Attorneys in the countries of the European Economic Community, **union** has meanwhile removed these limitations from its statutes today welcomes free and employed intellectual property practitioners from all (geographical) European countries, as expressed in the present name "union of European Practitioners in Intellectual Property".

Still retained are the limitations to European membership and the concentration of activities on problems and developments which especially affect the professionals in Europe.

### Aims

**union** is an association of practitioners in the field of Intellectual Property, that is, of individuals whose principal professional occupation is concerned with Patents, Trademarks, Designs or Copyright and related subjects and who carry on their profession independently or as employees. **union** is a private, free, international association that is not dependent on any national or international authority: it approves its own members, in accordance with its statutes, in total independence, and likewise decides on its own activities and its own budget. It aims on the one hand to work continuously on current developments in Intellectual Property in Europe, especially by making early submissions during the preparation of proposed laws and treaties with the intention of influencing them and on the other hand to devote itself to the improvement of professional and personal understanding between European practitioners in the Intellectual Property field in different countries and different branches of the profession.

### For more information:

<http://www.union-ip.org>