

# 7<sup>th</sup> International Trademark Conference 2006



## ■ The Madrid System for International Registration of Trademarks

- Experience of WIPO, USPTO and OHIM
- Experience and strategies of users in the U.S. and of industry in Europe
- Configuration of goods and services – as broad as possible?
- Representation of non-conventional marks

## ■ Trademarks and Domain Names, Arbitration and Mediation

- .eu: Sun rise period and Alternative Dispute Resolution
- Is the UDRP serving the needs of trademark and domain name owners?
- Mediation: A solution for IP conflicts?
- When ADR is the right way forward and when isn't

## ■ Enforcement of CTMs

### ■ Counterfeiting

- Criminal law provisions and action plan by the EU
- Distribution channels of fakes and its cash flow
- Country review: China, Russia, Turkey
- eBay and counterfeit goods

### ■ Major sports events: Official sponsorship versus ambush marketing

## Chairmen

### *Ernesto Rubio*

Assistant Director General, WIPO, Geneva

### *Eric C. Nooteboom*

Head of IP Unit, EU Commission, Brussels

## Speakers

23 experts, among them

### *Lynn Beresford*

Commissioner Trademarks, USPTO, Arlington

### *Wubbo de Boer*

President of OHIM, Alicante

### *Marc Frisanco*

Deputy Director of IP, Richemont SA, Geneva

### *Gianni Infantino*

Director Legal, UEFA, Nyon

### *Michael Leathes*

Head of IP, British American Tobacco, London

### *Ravi Mohindra*

Solicitor, Vodafone Group Services Ltd., Newbury

### *José Monteiro*

Head of Trademarks, L'Oréal SA, Paris

### *Alexander von Mühlendahl*

Attorney, Bardehle Pagenberg & Partner, Munich

### *Marc von Samson-Himmelstjerna*

Associale General Counsel, eBay International, Berne

## Who should attend

The conference is designed for all intellectual property practitioners, in particular:

- Trademark Agents
- Corporate Trademark Counsels
- Intellectual Property Consultants
- Legal Advisers
- Attorneys
- Solicitors
- Barristers

as well as Company Executives with a special interest in intellectual property protection.

## Conference language

All proceedings will be in English.

## Workshops

For topical reasons FORUM is offering two pre-conference workshops on 19<sup>th</sup> April 2006.

### Trademark Protection in China and U.S. Trademark Protection

If you require further information please visit our international webpage [www.forum-institut.com](http://www.forum-institut.com) or call +49/6221/500 670.

## Objective

Following the conferences held in Munich, The Hague and Alicante in recent years, FORUM Institute of Management is organising the 7<sup>th</sup> International Trademark Conference to be held 20-21 April 2006 at the WIPO headquarters, Geneva.

Once again a very distinguished panel of international experts will focus on the most topical issues affecting today's trademark law.

The emphasis will be on key questions relating to the Madrid System for International Registration, to Arbitration and Mediation in Trademark, Domain Name disputes and to the Enforcement of Community Trademarks before Community Trademark Courts. Finally we will look at the persistent problem of Counterfeiting and recent developments to counter these damaging activities.

The Conference has been designed to give delegates ample opportunities for discussion and for the exchange of views with expert speakers and other conference delegates. Thus, the 7<sup>th</sup> International Trademark Conference will once again offer a forum for professional networking and for keeping up-to-date with current developments.

Welcome to Geneva, and welcome to the 7<sup>th</sup> International Trademark Conference, we are looking forward to seeing you.



Adrian Schmechel  
Conference Manager

In recent years the conference enabled more than 120 delegates from industry and private practice to discuss and exchange different views with a very distinguished panel of international experts.



## Program 20 April 2006

- 8.30 a.m. Registration of delegates and Coffee
- 9.00 a.m. Chairman's Introduction  
*Ernesto Rubio*, Assistant Director General WIPO, Geneva

### Topic 1: The Madrid System for the International Registration of Marks

- 9.15 a.m. **The Madrid System after accession of the United States and of the European Community**
- Experience of WIPO, *Matthijs Geuze*, Senior Counsellor, WIPO, Geneva
  - Experience of the USPTO, *Lynn Beresford*, Commissioner Trademarks, USPTO, Arlington
  - Experience of the OHIM, *Wubbo de Boer*, President of OHIM, Alicante
- 10.15 a.m. • Experience and strategies of users in the U.S., *Albert Tramposch*, Morgan Lewis & Bockius LLP, Washington
- Experience of Users of the Madrid Protocol in the U.S.
  - Special rules to be aware of when designating the U.S. under the Protocol
  - Are U.S. trademark owners using the Protocol to designate the EC?
- Experience and strategies of industry in Europe, *José Monteiro*, L'Oréal S.A., Paris
- 10.45 a.m. Discussion
- 11.00 a.m. Coffee / Tea
- 11.30 a.m. **The future Madrid System**  
*Ernesto Rubio*, Assistant Director General WIPO, Geneva  
*Alan Datri*, Senior Counsellor WIPO, Geneva
- 12.00 p.m. **Configuration of goods and services in trademark applications – as broad as possible?**
- Speaker from industry: *Gerhard Bauer*, Chief Trademark Counsel, DaimlerChrysler AG, Stuttgart
  - Speaker from the U.S.: *Albert Tramposch*, Morgan Lewis & Bochius LLP, Washington
    - Why does the U.S. require a narrow identification of goods and services?
    - Special procedures for obtaining approval of identifications
    - Will the U.S. rules ever change?
- 12.45 p.m. Lunch
- 2.15 p.m. **Revision of the Trademark Law Treaty**
- The Trademark Law Treaty 1994
  - Scope of the Proposed Revision
  - The Singapore Diplomatic Conference
- Marcus Höpperger*, Acting Director, Department Trademarks, Industrial Design, Geographical Indications, WIPO, Geneva
- 2.45 p.m. Discussion

### Topic 2: Trademarks and Domain Names

- 3.00 p.m. **Alternative Dispute Resolution for .eu**
- General characteristics of the proceedings
  - The role of the Czech Arbitration Court as alternative dispute settlement provider
  - Appointment and composition of the panel of arbitrators
  - Principles of the allocation of costs
  - Decision of the panel and remedies
  - Enforcement of the decision and relationship to ordinary jurisdiction
  - Substantive law provisions
- Torsten Bettinger*, Attorney at Law, Bettinger Schneider Schramm, Munich





3.45 p.m. Coffee / Tee

4.00 p.m. **Is the Uniform Domain Name Dispute Resolution Policy serving the needs of trademark and domain name owners?**

- The numbers: UDRP filing, names, domains, results
- A look at the principle panel decision issues
- Practical pointers for filing parties

*Erik Wilbers*, Acting Director, WIPO Arbitration and Mediation Center, Geneva

- Analysis of some recent key UDRP decisions for and against trademark owners
- The need for speed – a quick win?
- Have trademark owners pushed the boundaries of the UDRP too far?

*Ravi Mohindra*, Solicitor Vodafone Group Services Ltd., Newbury

4.45 Discussion

### Topic 3: FIFA World Cup 2006

5.00 **The commercialization of sports events – trademark protection and enforcement, official sponsorship versus ambush marketing**

- Key facts and figures about the popularity of major competitions
- Rights protection strategy, in particular strategy of protection of IP rights
- Examples of violation of UEFA's rights highlighting their negative consequences on the organization of UEFA's competitions and on UEFA's solidarity activities
- Limits of existing legislation to combat illicit activities and need of sui generis protection

*Gianni Infantino*, Director of Legal Services UEFA, Nyon

5.45-6.00 p.m. Discussion

The official conference dinner will be held at 8.00 p.m. at a specially selected Geneva Restaurant:

### « *La Perle du Lac* »

Enjoy an evening in a "grand chalet" on the border of lake Geneva. Meet fellow delegates for informal talks and networking.



## Program 21 April 2006

8.30 a.m. Chairman's introduction and **Latest developments in the EU on trademark and design policies**  
*Erik C. Nooteboom*, Head of the IP Unit, European Commission, Brussels

### Topic 4: Jurisprudence in the European Community

9.15 a.m. **Jurisprudence in the European Community**

- Review of ECJ decisions
- Enforcement of CTMs, Litigation before Community Trademark Courts
  - Jurisdiction (subject matter, international)
  - Community-wide relief

*Alexander von Mühlendahl*, Attorney at Law, Bardehle Pagenberg & Partners, Munich

10.00 a.m. Discussion

10.15 a.m. Coffee / Tee

## Topic 5: Arbitration and Mediation

### 10.45 a.m. **Resolving IP disputes without going to court: the case of arbitration and mediation**

- A corporate philosophy on business conflicts
- When ADR is the right way forward, and when it isn't
- Getting to the table and then getting to the outcome
- Deal mediation
- Making it happen

*Michael Leathes*, Head of IP, British American Tobacco, London

- The WIPO Arbitration and Mediation Center: special features, experience, statistics
- Benefits and limitations of ADR in IP and technology disputes
- WIPO procedures: mediation, arbitration and expedited arbitration
- WIPO Electronic Case Facility

*J. Christian Wichard*, Deputy Director, WIPO Arbitration and Mediation Center, Geneva

11.30 a.m. Discussion

## Topic 6: Non-conventional Marks

### 11.45 a.m. **Representation of non-conventional marks**

- Overview on Representation Requirements
- Potential for Harmonization?
- Need for Harmonization?

*Marcus Höpferger*, Acting Director, WIPO, Geneva

12.30 p.m. Lunch

## Topic 7: Counterfeiting

### 1.30 p.m. **Criminal Law provisions to combat infringements of IP rights and the action plan for countering product and trademark piracy**

*Fabio Marini*, DG Justice Affairs, European Commission, Brussels

### 2.00 p.m. **Distribution channels of fakes and its cash flow**

- Sources of manufacture, agents involved, retail channels
- Rise of the Internet
- Flow of money
- How best to tackle counterfeiters

*Marc Frisanco*, Deputy Director of IP, Richemont S.A., Geneva

2.30 p.m. Coffee / Tee

- 2.45 p.m.
- China, *Loke-Khoon Tan*, Attorney, Partner, Baker & McKenzie, Hong Kong and China  
Combating counterfeit goods in China - procedures and pitfalls
  - Russia, *Boris Simonov*, Director General, Federal Service for Intellectual Property of the Russian Federation - to be confirmed -  
Governmental efforts to combat counterfeiting
  - Turkey, *Gerd F. Kunze*, Intellectual Property Consultant, Bad Krozingen

3.45 p.m. Discussion

### 4.00 p.m. **The liability of electronic auction platforms for third-party counterfeit goods**

- Point of view of an independent lawyer, *Michael Cover*, Charles Russel LLP, London
- eBay's point of view, *Marc von Samson-Himmelstjerna*, Associate General Counsel eBay International AG, Berne
  - The liability scheme of the E-commerce Directive
  - The advantage of Notice and Takedown Procedures
  - Right Owners and eBay - natural adversaries or natural allies?

4.45 p.m. Discussion

5.00 p.m. Close of conference



## Chairmen

### **Ernesto Rubio**

Assistant Director General, WIPO, Geneva

Mr. Rubio, a national of Uruguay, holds a juris doctor degree from the Universidad de la República in Montevideo. He supervises the Sector of Trademarks, Industrial Designs and Geographical Indications at WIPO. The Sector has responsibility for international law development in the framework of the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT). Mr. Rubio is also responsible for the administration of the International Registration Systems for trademarks, industrial designs and appellations of origin, as well as for the administration of the International Classifications for trademarks and designs.

Mr. Rubio joined WIPO in 1983 and has also held positions within the Organization as Senior Director of the Trademarks Department and as Director of the Cooperation for Development Bureau for Latin America and the Caribbean. Before joining WIPO, he worked for the Government of Uruguay and was engaged in private practice as an attorney at law, in Montevideo.

### **Eric C. Nootboom**

Head of IP Unit, DG Internal Market, EU Commission, Brussels

After graduating in 1982 from the University of Amsterdam, Erik Nootboom joined the Legal Department of the Dutch Ministry of Economic Affairs, where he acted as legal advisor for industrial property matters. In 1987, Erik Nootboom joined the European Commission, where he was in particular involved with the preparation of legislation in the field of industrial property pertaining to Trademarks, Designs and Geographical Indications. In 1998 he was appointed Head of the Industrial Property Unit of DG Internal Market.

## Speakers

### **Gerhard Bauer**

Chief Trademark Counsel, DaimlerChrysler AG, Stuttgart

Following graduation, he joined Daimler-Benz AG/DaimlerChrysler AG as a Patent Professional in 1987. After qualifying as an European Trademark and Design Attorney he became Chief Trademark Counsel of DaimlerChrysler AG in 1996. Among other national and International institutions regarding Intellectual Property matters he is a member of INTA (Chairperson).

### **Lynn Beresford**

Commissioner for Trademark Examination Policy, USPTO, Arlington

Ms. Beresford has a juris doctor from Rutgers University, the State University of New Jersey, and is licensed to practice in the state of Pennsylvania. She joined the US Patent and Trademark Office as a trademark examining attorney in 1979. Since that time she occupied a wide variety of jobs in the Office (e.g. President of the Trademark Office Society; Office of Legislation and International Affairs). She chaired every meeting of the World Intellectual Property Organization's Standing Committee on Trademarks, Industrial Designs and Geographical Indications since its inception in 1997 until late 2001.

### **Torsten Bettinger**

Attorney at Law, Bettinger Schneider Schramm, Munich

Mr. Bettinger holds a Master of Law degree from the London School of Economics and Political Science and acquired a doctorate degree from the Ludwig Maximilian University of Munich in 2000. Before founding Bettinger Schneider Schramm he was a scholar at the Max Planck Institute for Intellectual property, Competition and Tax Law. As WIPO Arbitration and Mediation Center panelist, Mr. Bettinger has been involved in decisions on numerous domain name conflicts based on the Uniform Domain Name Dispute Resolution Policy.

### **Wubbo de Boer**

President of OHIM, Alicante

Mr. de Boer holds a law degree from the University of Amsterdam. He joined the Legal Affairs Department of Dutch Ministry of Economic Affairs in 1974 and became its Director in 1978. Since 1982 he has served as a Director General in the Ministry of Economic Affairs and in the Ministry of Transportation and Public Works. In 2000 he was appointed President of OHIM, where in 2005 he entered into a second mandate of 5 years. Mr. de Boer has taught Intellectual Property Law at the University of Amsterdam.

### **Michael Cover**

Solicitor and Partner, Charles Russell LLP, London

Michael Cover is an English Solicitor and is a Partner and Head of Contentious Intellectual Property at Charles Russell LLP in London. He is experienced in all aspects of both IP disputes and transactional work.

Besides being an experienced practitioner in Intellectual Property, he also practices as a mediator and arbitrator. He is a member of the Chartered Institute of Arbitrators, London and an active member of their European Branch, as well as an accredited mediator and member of the mediation and arbitration panels of a number of important institutions, including WIPO.

### **Alan Datri**

Senior Counsellor in the Office of Assistant Director General, WIPO, Geneva

Alan Datri is a Senior Counsellor in the Office of the Assistant Director General (Ernesto Rubio) responsible for trademarks, industrial designs and geographical indications. Before joining WIPO, Mr. Datri was employed by the USPTO where he held a variety of legal positions within the Trademark Examining Operation, the Office of the Commissioner for Trademarks and the Trademark Trial and Appeal Board. Mr. Datri holds a juris doctor from George Mason University School of Law, Arlington, and is licensed to practice law in the District of Columbia and Pennsylvania.

### **Marc Frisanco**

Deputy Director of IP, Richemont SA, Geneva

After obtaining an advanced degree in intellectual property from the Robert Schuman University in Strasbourg, Marc Frisanco spent four years in private practice before joining Cartier as head of intellectual property in 1982. He is currently Deputy Intellectual Property Counsel of Richemont, a luxury goods company which owns sixteen famous brands including Cartier, Montblanc, Van Cleef & Arpels and Vacheron Constantin. Marc has been involved with intellectual property protection and anticounterfeiting, in particular at a global level, for more than 20 years. He is a frequent guest lecturer at the Robert Schuman University in Strasbourg and the Institut Supérieur de Marketing de Luxe in Paris.

### **Matthijs Geuze**

Senior Counselor in the Office of Assistant Director General, WIPO, Geneva

Mr. Geuze holds a law degree from the University of Leyden, the Netherlands. His current responsibilities concern institutional policy questions and related legal and organizational matters, especially questions regarding the international registration of trademarks, industrial designs and appellations of origin as well as questions concerning geographical indications. Before joining WIPO in January 2002, Mr. Geuze worked for the Dutch Patent Office, from 1981 until 1989, and for the GATT/WTO Secretariat, from 1989 until 2002, where he assisted in servicing the TRIPS negotiations and was Secretary of the TRIPS Council between 1995 and 2002.

### **Marcus Höpferger**

Acting Director, Departement of Trademarks, Industrial Designs and Geographical Indications, WIPO, Geneva

Marcus Höpferger is Acting Director of the Trademarks, Industrial Designs and Geographical Indications Law Division. He holds a Masters degree in Law from the University of Innsbruck, Austria, and a Post-graduate Diploma in Intellectual Property Law from Queen Mary and Westfield College, University of London. Since taking up his duties with WIPO in 1992, he worked in various positions in international industrial property law (including patents, trademarks, geographical indications and industrial designs, as well as the Madrid System for the International Registration of Marks and the Hague System for the International Registration of Industrial Designs). In his current position, he acts as Secretary to the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT).

### **Gianni Infantino**

Director, Legal Service, UEFA, Nyon

Mr Gianni Infantino was appointed Director of UEFA's Legal Services in January 2004. As Legal Director he fosters close contacts with the EU, the Council of Europe, other sports organizations as well as government authorities and non-governmental organizations. Within UEFA, Legal Services deals with all disputes submitted to UEFA or in which UEFA is involved, as well as the drawing up of UEFA's policy on legal matters and Statutes. Mr. Infantino also acted as advisor to the Spanish, Swiss and Italian Football Leagues.

### **Gerd F. Kunze**

Intellectual Property Consultant, Bad Krozingen

Mr. Kunze graduated from the University of Heidelberg, where he started his professional carrier as Assistant Professor. In 1965 he joined Nestlé Germany as a Legal Counsel. 1974 he moved to Nestlé Headquarters Switzerland where he was appointed Chief Trademark Counsel (1976 to 1991) and Intellectual Property Consultant (1992 - 1994). From 1981 he was a senior management member. Mr. Kunze is a WIPO panelist and Adjunct Professor at Franklin Pierce Law School, Concord and John Marshall Law School, Chicago.

### **Michael Leathes**

Head of IP, British American Tobacco, London

Michael Leathes has had a series of in-house counsel roles with Gillette (Corporate Counsel), Pfizer (International Counsel), International Distillers & Vintners (General Counsel) and is now Head of Intellectual Property of British American Tobacco, the world's second largest trademark owner. He holds BA and LL.M degrees in law, is admitted to the English and New York State Bars and is a CEDR-Accredited Mediator. His pro bono responsibilities include: Chair of the International Trademark Association ADR Committee's External Partnering Sub-Committee and a member of the INTA's Panel of Neutrals.

### **Fabio Marini**

Principle Administrator, DG Justice, Freedom and Security, European Commission

Mr. Marini is a Principle Administrator within the Unit in charge of 'Fight against economic, financial and cyber crime'. He graduated in Politics Sciences from University La Sapienza Rome and holds a master degree in Public Administration. Before joining DG Justice, Mr. Marini was employed by the Italian Customs Administration.

### **Ravi Mohindra**

Solicitor, Vodafone Group Services Ltd., Newbury

Ravi is a solicitor for Vodafone Group Services Limited, based at Vodafone's headquarters in Newbury, England. Part of Ravi's responsibilities includes managing Vodafone's Global Domain Name Portfolio, and in particular supporting its strategy in dealing with domain registration and protection, and for enforcement issues including taking action under the UDRP and local dispute resolution procedures. Prior to joining Vodafone, Ravi was in private practice in the UK and Australia.

### **José Monteiro**

Head of Trademarks, L'Oréal SA, Paris

### **Alexander von Mühlendahl**

Attorney at Law, Bardehle Pagenberg & Partners, Munich/Alicante

Mr. von Mühlendahl studied Legal Sciences (Law) at the Universities of Frankfurt/Main, Marburg/Lahn, Munich, and at the Northwestern University, Illinois, USA. He holds the academic degrees Dr. iur., Juris Doctor (J.D.) and Master of Laws (LL.M.). Since 1970 he was Head of the Research Unit "US" of the Max Planck Institute for Intellectual Property, Munich. In 1979 he transferred to the German Ministry of Justice, Bonn, where he was appointed Head of the Unit "Trade Mark Law". In 1994 Mr. von Mühlendahl was appointed Vice-President of OHIM, Alicante. He retired from OHIM in October 2005 and has since joined the law firm Bardehle Pagenberg Dost Altenburg Geissler.

### **Marc von Samson-Himmelstjerna**

Associate General Counsel, eBay International AG, Berne

Mr. von Samson graduated from the University of Freiburg im Breisgau. He began his career as an attorney with the Frankfurt office of GAEDERTZ Rechtsanwälte (now Mayer, Brown, Rowe & Maw). From 2000 until 2005, he was Legal Director of eBay Germany. He now oversees the legal affairs of eBay in nine European countries.

### **Boris Simonov - to be confirmed -**

Director General, Federal Service for Intellectual Property of the Russian Federation, Moscow

Boris Simonov was appointed head of the newly established Federal Service for Intellectual Property in March 2004. Mr. Simonov graduated from the Moscow Energy Institute and worked in the private sector as general director of the thermal energy company ENTEK until 1998. From 1998 until 2003, Mr. Simonov was General Director of the non-profit Innovative Agency, an organization that developed an exchange network for Russian inventors.

### **Loke-Khoon Tan**

Partner, Head of IP Practice Group, Baker & McKenzie, Hong Kong

Loke-Khoon Tan is a partner with the Hong Kong / China offices of Baker & McKenzie and his area of practice is PRC and Hong Kong intellectual property, with niche experience in luxury brands. He is active on various IP committees in global trademark and domain name dispute resolution organisations including INTA, Marques, PTMG, ACG, IPBA, WIPO, CIETAC and HKIAC. He is an advocate / solicitor with the local bars of Singapore, Hong Kong and England & Wales.

### **Albert Tramposch**

Director of Trademark Registry Services, Morgan Lewis & Bockius LLP, Washington

Albert Tramposch is Director of Trademark Registry Services for the law firm of Morgan Lewis & Bockius LLP, in Washington, D.C., where he administers innovative solutions for trademark processing procedures worldwide. Mr. Tramposch is former Director of Industrial Property Law at the World Intellectual Property Organization (WIPO), and is currently a member of the United States Patent and Trademark Office's Trademark Public Advisory Committee (TPAC).

### **Christian Wichard**

Deputy Director, WIPO Arbitration and Mediation Center, Geneva

Johannes Christian Wichard, a national of Germany, is Deputy Director of the WIPO Arbitration and Mediation Center and Head of its Legal Development Section. He holds a masters degree from Harvard Law School, a PhD in law from Tübingen University, Germany, and is admitted to the New York Bar. Before joining WIPO in 1998, he was responsible for trademark and unfair competition law in the German Federal Ministry of Justice.

### **Erik Wilbers**

Acting Director, WIPO Arbitration and Mediation Center, Geneva

Erik Wilbers, a national of The Netherlands, is the Acting Director and the Head of the Domain Name Dispute Resolution Section of the WIPO Arbitration and Mediation Center. Following studies in The United States and The Netherlands, Mr. Wilbers was a research fellow at the Max Planck Institute for Intellectual Property Law in Munich. Before joining WIPO in 1996, he practiced with the law firm of Clifford Chance in Amsterdam and headed a division of the Compensation Commission of the United Nations Security Council. Mr. Wilbers is also involved in the development of on-line case systems and other methods aimed at increasing the efficiency of dispute resolution.

# 7<sup>th</sup> International Trademark Conference 2006

**Registration**  
Fax +49/62 21 / 500 555

## Registration Form

Please complete this form and register by fax or mail to:  
next column

**7<sup>th</sup> International Trademark Conference**  
20-21 April 2006 in Geneva  
Conference-No. 06 04 120 I

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For further information please contact:

**Adrian Schmechel**  
Conference Manager  
Phone +49/6221/500 670, Fax +49/6221/500 959  
E-mail: a.schmechel@forum-institut.de

## Cancellation Policy

A cancellation of conference registration, up to two weeks prior to the event in question, is possible upon payment of an administrative charge of CHF 75,-. In the case of a cancellation up to seven days prior to the seminar 50% of the seminar participation fee will be charged, thereafter the full participation fee is due unless a substitute participant is nominated. Cancellations are registered by us upon receipt of written notification, att. Registration Department. In the case an event is cancelled by the organiser, due to organisational reasons etc., the fee already submitted will be fully refunded.

## How to register

### Registration-Information:

**FORUM** · Institute of Management GmbH  
PO Box 10 50 60 · D-69040 Heidelberg  
Tel.: +49/6221/500 501 (it is possible to register by telephone)  
Fax: +49/6221/500 555  
e-mail: anmeldung@forum-institut.de  
Internet: www.forum-institut.com

### Date:

20 April 2006, 8.30 – 9.00 a.m. Registration  
9.00 – 6.00 p.m. Conference  
8.00 p.m. Conference Dinner  
21 April 2006, 8.30 – 5.00 p.m. Conference

### Venue:

WIPO – World Intellectual Property Organization  
34, chemin des Colombettes · 1211 Geneva 20  
Switzerland

### Fee:

CHF 2.150,-  
The fee includes course documentation as well as midsession refreshments, lunch on April 20 & 21, 2006 and the Dinner on April 20, 2006. Invoice and confirmation will be forwarded to you.

### Early Bird Registration:

**Booked by 23 December 2005: CHF 2.000,-**

### Hotel Accommodation:

A list of hotels will be supplied with our confirmation.

Conference-No. 06 04 120 I

## Workshops

For topical reasons FORUM is offering pre-conference workshops on 19<sup>th</sup> April

### Trademark Protection in China

Conference No. 06 04 121

and

### U.S. Trademark Protection

Conference No. 06 04 122

If you are interested in one of these courses, please tick the appropriate box!  
The fee for one workshop is CHF 1.050,-.

**Delegates who have also registered for the 7<sup>th</sup> International Trademark Conference 2006 will receive a discount of CHF 140,-!**

Registration