



Geneva 2009

AGM AND 78th CONFERENCE
23rd and 24th MARCH 2009

INTERCONTINENTAL HOTEL, GENEVA

“INDUSTRY MEETS INSTITUTIONS – THE WORLD OF NGOs AND IGOs”

CONFERENCE CHAIRMAN: SUE EVANS

Sunday 22nd March

1930 – 2300 Optional dinner in the Hotel

Monday 23rd March

1300 – 1415 Conference Registration in the Hotel

1415 – 1430 ANNUAL GENERAL MEETING

1430 – 1440 Opening of Conference and
Chairman’s Remarks

1440 – 1520 Alan Cox Memorial Lecture -
The Risks and Challenges of Globalization
for Intellectual Property

Francis Gurry
(Director-General, WIPO)

1520 – 1600 International Case Round-up

Verena von Bomhard
(Lovells)

1600 – 1630

TEA

Evening

1900 hours Meet in Hotel lobby for coach transfer

1930 – 2315 COCKTAIL RECEPTION and GALA DINNER at the **Grand Theatre**
(Dress: business/ lounge suit)

Tuesday 24th March

0915 – 0920	Chairman's Remarks	
0920 – 1000	OHIM – News from the Front – fees, designs, Madrid and strategic developments	Peter Lawrence (Vice-President OHIM)
1000 – 1040	OHIM's Class 5 Opposition Practice: Confused? You will be!	Stephen James (RGC Jenkins & Co)
1040 – 1110	<u>COFFEE</u>	
1110 - 1230	Pharmaceutical trade marks and international non-proprietary (generic) names – latest developments	Rafaella Balocco Mattavelli (WHO) Marcus Hopperger (WIPO)
1230 – 1430	<u>LUNCH</u>	
1430 – 1510	Comparative Advertising – the o2 decision, L'Oreal and Bellure and others	Michael Silverleaf (Chambers of Michael Silverleaf QC)
1510 – 1550	The battle for brand name success - Navigating a name to global regulatory approval	Rebecca Robins John Breen (Interbrand Health)
1550 – 1630	gTLDs - What's next?	Karla Valente ICANN
1630 – 1640	Chairman's Remarks and Close of Conference	
1640 – 1700	<u>TEA</u>	
1700 -	Departure of delegates	