

Registration Form / Tax Invoice

CRICOS Provider No: 00098G

ABN: 57 195 873 179

I would like to attend

Title Mr/Mrs/Miss/Ms:

First Name: _____

Last Name: _____

Firm/Organisation: _____

Occupation: _____

Address: _____

Postcode: _____

Telephone: _____

Fax: _____

Email: _____

Intellectual Property – Trade Marks

Thursday, 1 October 2009

8.30am–1.00pm

Grace Hotel, 77 York Street, Sydney

Course cost includes tuition, materials and refreshments **\$352**I cannot attend but please provide the papers **\$165**Total Price includes GST **Total \$** **Payment Options**

I enclose a cheque payable to "CLE, UNSW",

or Payment by credit card Mastercard Visa

Card number: _____ / _____ / _____ / _____

Expiry date: _____ / _____

Cardholder's name: _____

Signature: _____

**Please return this registration form
with your payment to:****CLE,
Faculty of Law,
UNSW, Sydney, NSW 2052****Confirmation of enrolment will be posted or emailed**

Tel: (02) 9385 2267 or (02) 9385 2195

Fax: (02) 9385 1155 or (02) 9385 1778

Email: cle@unsw.edu.au

Website: www.cle.unsw.edu.au

Programme Variation: The Director of CLE retains the right to vary the programme to deal with unforeseen circumstances. This includes cancelling or re-scheduling a programme and changing speakers or content if occasion obliges us to do so.**Cancellation Policy:** Cancellations will be accepted up to two weeks prior to the commencement of the course. Withdrawal after this time and before the commencement of the course will result in a cancellation charge of \$100. Cancellations after the commencement of the course will not be eligible for a refund.**Privacy note:** The information you have provided on this form will only be used by UNSW to distribute information about University courses and activities to you.**Office Use Only:**

Rec'd

Inv No.

Auth No.

Printed on recycled paper

THE UNIVERSITY OF
NEW SOUTH WALESFACULTY OF LAW
CONTINUING LEGAL EDUCATION**Intellectual
Property –
Trade Marks**

Thursday, 1 October 2009

8.30am–1.00pm

Grace Hotel
77 York Street, Sydneywww.cle.unsw.edu.au

Audience

- Intellectual Property specialists
- Commercial Lawyers
- Trademark attorneys and specialists
- Corporate counsel
- Media IT and communications lawyers
- Mergers and Acquisition practitioners
- Venture Capital and Private Equity advisors
- Company Directors and Secretaries
- Commercial or legal officers
- Licensing executives
- Solicitors in General Practice

Object

This seminar presented by leading IP practitioners will provide insight into Trade mark and other intellectual property issues in a commercial context. In the current climate IP is an important focus for management in transactions and maximizing balance sheet strength. Markets brands and clients can all be global while legal jurisdictions must to some extent be managed individually.

This seminar explores the key aspects of documenting and protecting Trade marks, licensing IP, aspects of regulation of Trademarks and other important IP. This is an essential seminar for commercial practitioners in today's rapidly changing global environment.

CLE/CPD Points: Four (4)

About CLE/CPD

The CLE/CPD programme is an important link between the Law School at UNSW and the professional community. The programme consists of a series of quality short courses assisting lawyers, accountants, financial planners, executives and other professionals whose work demands up-to-date knowledge of, and skills in, the relevant areas.

Intellectual Property – Trade Marks

Thursday, 1 October 2009

8.45am Introduction and Welcome

Chair: **Simon KNEEBONE**, Partner, Banki Haddock Fiora

8.55am

Topic 1: Current issues in IP

Speaker: **Odette GOURLEY**, Partner
Corrs Chambers Westgarth

- Global Trends in IP protection and enforcement
- Relevance of the latest Internet Cases from USA and EU
- Alignment issues for Australian IP Law reform proposals
- Overview of current developments in Australia

9.50am

Topic 2: Recent Developments and New Trends

Speaker: **David YATES**, Partner, Allens Arthur Robinson

- "It's not easy being green" – green branding and certification trade marks
- "A matter of faith" – the new bad faith ground of opposition, and use of a trade mark in good faith
- "It wasn't me" – the liability of online auction sites and social networking sites for the trade mark infringement of users
- "Whose trade mark is it anyway?" – the importance of correctly identifying the trade mark owner from the outset
- New generic top level domains – how can a trade mark owner protect its position?

10.45am Morning Tea

11.00am

Topic 3: Non traditional Trademarks and infringement issues

Speaker: **Lisa LENNON**, Partner, Gilbert + Tobin

- Shape, Colour, Movement as trade marks
- enforcement issues: scope of monopoly; "use as a trade mark"; counterclaims for rectification

11.50am

Topic 4: Trade Mark Infringement – when imitation is the sincerest form of flattery

Speaker: **Sonia STEWART**, Senior Associate, Mallesons

- Trade marks, passing off and s52: *Mars v Sweet Rewards*, *Arnotts and Krispy Kreme*
- The importance of early trade mark registration: *Hansen Energy Company v Bickfords* (Monster Energy)
- Imitating major brands and "taking unfair advantage" – the EU position: ECJ *L'Oreal* decision
- Where is the line between imitation and infringement?

Q & A

1.00pm Close

For more information visit our website: www.cle.unsw.edu.au