

2008 Annual Meeting Brochure



The International Trademark Association's (INTA) Annual Meeting is the one must-attend event in the intellectual property industry, and the 2008 meeting in Berlin is set to be the best yet. There will be five days of networking, educational and professional development opportunities, as well as committee meetings and exhibits. The three days of educational programs include valuable skill-building workshops, industry breakouts, a plethora of educational sessions focused on international topics as well as table topics during breakfast and lunch. Also available during the meeting is an exhibition hall with more than 80 exhibitors featuring new products and cutting-edge demonstrations. The schedule is packed with networking opportunities, making the INTA Annual Meeting the only place where you can network with 8,000 of your colleagues and keep up-to-date on everything that is going on in the industry.

IMPORTANT DEADLINES

- Last date to qualify for the Early Bird Discount: **March 21, 2008**
- Last date to be included in the print Final Program and Attendee Directory: **March 21, 2008**
- Last date to reserve a hotel room through the Housing Bureau: **April 18, 2008**
- Last date to qualify for a meeting refund: **April 18, 2008**
- Last date to register for or cancel a tour: **April 25, 2008**
- Last date to Register for the meeting online or by fax / mail: **April 25, 2008**

Registration after April 25, 2008 must be made on site at the Annual Meeting.



PRESIDENT'S LETTER



As president elect of the International Trademark Association, I cordially invite you to the Association's 130th Annual Meeting in the wonderful city of Berlin, Germany.

This year's Annual Meeting is shaping up to be one of INTA's finest and will undoubtedly be an event to remember! Berlin is a spectacular metropolis, showcasing some of the world's finest architecture, museums, universities, culture and commerce.

To begin the week's vibrant schedule, INTA's 130th Annual Meeting will kick off with the Welcome Reception on Sunday, May 18 in Hall

1 of the ICC Berlin.

Following our opening celebrations, the program will begin on Monday, May 19 with sessions covering the most important trademark issues in the field today. Along with our engaging sessions, we will offer topic-specific workshops, roundtable discussions and the renowned Exhibition Hall.

To complement our professional development agenda, there will also be numerous opportunities for socializing, networking and catching up with friends. Some of our most exciting events include the Annual Meeting Orientation and Cocktail Reception on Sunday and the Grand Finale on Wednesday, May 21.

This year's Annual Meeting will also feature the INTA Exhibit with the popular Anticounterfeiting Exhibit, where you will also find more than 80 exhibitors offering information on the latest products and services for trademark professionals.

I know Berlin will be a superb venue for our Annual Meeting, and I encourage everybody to take some time to explore the city, visit nearby museums and parks, and enjoy all that Berlin has to offer.

We are so pleased to meet this year in Berlin, and hope that you will join us for this premier event with one of Europe's most magnificent cityscapes as a backdrop. I hope to see you there!

Rhonda Steele
2008 INTA President
Marketing Property Manager – Asia Pacific
Mars Incorporated



PROJECT TEAM

Many people have made a tremendous effort over the past two years to produce this program. Although it is impossible to list them all here, we would like to thank the speakers, table topic hosts, INTA staff, and especially the project team below for making this meeting possible.

CHAIRS

Sara B. Blotner, *Citigroup Inc. (United States)*

Peter J.A. Munzinger, *Bardehle Pagenberg Dost Altenburg Geissler (Germany)*

TEAM LEADERS

Gerhard R. Bauer Jr., *Daimler AG (Germany)*

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Marion M. Bailey, *Gowling Lafleur Henderson LLP (Canada)*

Michael Best, *Freitag & Best Rechtsanwälte (Germany)*

Pauline Caamano, *Pellerano & Herrera (Dominican Republic) [In Memoriam]*

Xuemin Chen, *Zhongzi Law Office (China)*

Beth Craig, *Howrey LLP (United States)*

Brian M. Daniel, *CRA International (United States)*

James Michael Faier, *Faier & Faier P.C. (United States)*

Julien Freneaux, *Bardehle Pagenberg (France)*

Richard A. Friedman, *Pfizer Inc. (United States)*

Michael Gold, *NHL Enterprises, L.P. (United States)*

Jeffrey H. Greene, *Foley & Lardner LLP (United States)*

Paula Guibault, *The Coca-Cola Company (United States)*

Marion Heathcote, *Davies Collison Cave (Australia)*

Luiz Henrique O. do Amaral, *Dannemann, Siemsen, Bigler & Ipanema Moreira (Brazil)*

Christy N. Hurley, *Expedia, Inc. (United States)*

Chris K. Job, *Adams & Adams (South Africa)*

Cynthia Johnson Walden, *Fish & Richardson P.C. (United States)*
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Miguel Montana, *Clifford Chance (Spain)*
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Bruce Proctor, *Diageo Plc (United States)*
Christian Rohnke, *White & Case LLP (Germany)*
Jo-Ann See, *Amica Law LLC (Singapore)*
Peter E. Wild, *Wild Schnyder AG (Switzerland)*
Christopher J. Woods, *Kilpatrick Stockton LLP (United States)*

Programs Committee Liaison

Lora A. Moffatt, *Salans (United States)*

MEETING HIGHLIGHTS

Location of the Annual Meeting

Unless otherwise noted, all sessions and activities take place at the **ICC Berlin** – Neue Kantstraße / Ecke Messedamm D-14057 Berlin.

Early Bird Registration

SAVE NOW! Annual Meeting participants who register with full payment on or before Friday, March 21, 2008 receive the early bird discount, their name listed in the print Attendee Directory and their meeting credentials mailed to them in advance of the meeting.

Onsite Registration

Attendees who register after Friday, March 21, 2008 may pick up their credentials at the registration desk in the ICC Berlin.

After April 25, 2008, attendees must register on site.

Registration Hours

Saturday, May 17	1:00 p.m. – 7:00 p.m.
Sunday, May 18	9:30 a.m. – 7:30 p.m.
Monday, May 19	7:30 a.m. – 5:00 p.m.
Tuesday, May 20	7:30 a.m. – 5:00 p.m.
Wednesday, May 21	7:30 a.m. – 2:00 p.m.

Hospitality Area

Meet colleagues, network with other attendees or simply take a break between sessions in the Annual Meeting Hospitality Area. Continental breakfast is held in this area from 8:00 a.m. – 10:00 a.m., Monday – Wednesday. Beverages are available throughout each day.

Hospitality Area Hours

Saturday, May 17	1:00 p.m. – 7:00 p.m.
Sunday, May 18	9:30 a.m. – 7:30 p.m.
Monday, May 19	7:30 a.m. – 5:00 p.m.
Tuesday, May 20	7:30 a.m. – 5:00 p.m.
Wednesday, May 21	7:30 a.m. – 2:00 p.m.

Exhibition Hall

INTA's 130th Annual Meeting in Berlin is expected to host more than 7,000 trademark professionals from around the world, providing a unique opportunity for buyers and sellers of trademark-related products and services to connect with one another. The Exhibition Hall features the INTA Exhibit, where INTA staff are available to help you learn more about the Association and its many benefits and services, and INTA's Anticounterfeiting Exhibit, which features examples of counterfeit products and anticounterfeiting campaigns, descriptions of INTA's activities against counterfeiting, and presentations from INTA members.

Exhibition Hall Hours

Sunday, May 18	12:00 p.m. – 4:00 p.m.
Monday, May 19	9:00 a.m. – 4:00 p.m.
Tuesday, May 20	9:00 a.m. – 4:00 p.m.
Wednesday, May 21	10:00 a.m. – 2:00 p.m.

Internet Access

Attendees can access their personal and business email accounts at the E-Access Pavilion, located in the Hospitality Area.

Opening Ceremonies

The INTA trademark community will assemble at the official opening of the 130th Annual Meeting at 5:00 p.m. on Sunday, May 18, 2008. Hear INTA's 2008 president share the Association's vision, following brief remarks by the Annual Meeting Project Team's co-chairs and INTA's executive director.

Keynote Address

To be announced.

Sessions and Industry Breakouts

Join INTA in Berlin this coming May and participate in a truly international conference. The program will break down barriers with cross-border and cross-discipline issues as well as concentrate on regulatory issues as they affect trademarks in specific industries. This meeting is designed to focus on a wide variety of trademark law and related issues, and the schedule each day is packed with interactive Workshops, informative Industry Breakouts and exciting educational sessions that will bring you up-to-date on hot topics and regional issues.

The educational sessions are designed to cover an array of topics you will not want to miss. On Monday, **Effective Global Branding: Crossing Cultural and Economic Borders** will offer insight from in-house lawyers at Playboy and IKEA regarding their approaches to global trademark clearance and protection, with a focus on Internet and language issues. On Tuesday morning, law professors from around the world will discuss **Freedom of Expression and Unfair Competition: An International Academic Perspective on the Boundaries of Fair Use**. On Wednesday morning, the ever-popular **Annual Review of U.S. Federal Case Law and Trademark Trial and Appeal Board Developments** is scheduled.

The cross-border or international programming focuses on a variety of topics including forum shopping in the European Union, dormant marks, trademark protection, global sports sponsorships, geographical indications, the Internet and parallel imports. And similar to last year, rather than offer the Annual Review of International Case Law as one session, there will be a series of Regional Updates for Africa, China, the European Community, the Middle East, Latin America and Southeast Asia.

The cross-discipline focus provides programming on ethics, advertising, patents, copyrights, bankruptcy and structuring IP ownership. A full complement of Industry Breakout Sessions is scheduled with a cross-discipline focus on regulatory and trademark issues relating to the alcohol, pharmaceuticals, financial, cosmetics, food and apparel industries.

Workshops

An assortment of workshops on practical, substantive issues will provide valuable insights and an unparalleled opportunity to polish your skills. Brainstorm with experts on how to successfully manage damage claims in complex disputes, listen to counsel from around the world as they discuss similarity of marks as it relates to trademark clearance, learn how to resolve disputes with ADR, consider the reconciliation of indigenous rights with trademark rights and review genuine use requirements in the European Union.

While there is no additional fee to attend these workshops, seating is limited to 100 participants to allow for more interaction between speakers and attendees. Workshops are expected to be very popular and there is limited space for attendees, so we urge you to arrive at the workshops early.

Table Topics

The Annual Meeting offers 140 moderated discussions for groups of ten people on a wide variety of timely and important issues. Network with your colleagues and enjoy breakfast or lunch in the process.

An additional registration fee of US \$ 40 per person, per Table Topic is required to cover food and beverage costs, and there is a limit of two Table Topics per person for the entire meeting. A full list of topics and moderators can be found [here](#). You can register for the Table Topics while registering for the Annual Meeting. Sign up early, as space is limited!

Please note that Continuing Legal Education (CLE) credits are not available for Table Topics.

Advanced Mediation Training

INTA's Annual Meeting offers advanced mediation training for the Panel of Neutrals on Friday and Saturday, May 16 and 17, 2008. For more information on the session and to register, please visit [this web page](#) or contact the ADR staff liaison at sdaryanani@inta.org.

INTA Gala

Enjoy the company of friends and colleagues, world class dining, the elegant surroundings of the Ritz–Carlton Berlin and musical entertainment by Ars Vivendi in historical costumes. The INTA Gala is a perfect opportunity to entertain business associates and make new acquaintances. It is also the occasion to recognize INTA award recipients, including winners of the Saul Lefkowitz Moot Court Competition, the Ladas Memorial Award, the Pattishall Medal for Teaching Excellence of Trademark and Trade Identity and other academic programs, as well as the outstanding volunteers and leaders of the Association.

For more information and to reserve a space at the Gala, print and complete the Gala reservation form and return it to INTA. **Please note:** Black tie formal dress is required.

Questions? Contact gala@inta.org or call Customer Service at +1-212-642-1700.

Receptions

Meet with colleagues and friends at INTA's premier networking events.

Sunday, May 18, 3:00 p.m. – 4:45 p.m.
INTA Annual Meeting Orientation and Cocktail Reception
ICC Berlin

Sunday, May 18, 6:45 p.m. – 8:15 p.m.
Welcome Reception – “Historical Berlin”
ICC Berlin

Wednesday, May 21, 7:00 p.m. – 11:00 p.m.
Grand Finale – “A Fun Fair at the Kulturbrauerei”
Kulturbrauerei

Corporate Member Events

Monday, May 19, 5:00 p.m. – 7:00 p.m.
In-House Counsel Reception
(By invitation only)
ICC Berlin

Tuesday, May 20, 1:30 p.m. – 3:00 p.m.
In-House Counsel Luncheon
(By invitation only)
ICC Berlin

Affiliate Events

Many of INTA’s members host social events during the Annual Meeting. In your spare time, feel free to visit these events. Affiliates send out invitations in advance of the Annual Meeting and often offer them at their booths in the Exhibition Hall. While INTA welcomes such events, and encourages you to visit them in your spare time, it does not support those that take place during any of INTA’s scheduled educational, business and social events.

If you plan to hold a meeting or social function at any INTA hotel during the Annual Meeting, INTA approval is required. To ensure that your space request form is approved in a timely manner, please print and complete the form, and send it as soon as possible directly to INTA. If you are planning a function at another location, this form must also be completed for our information.

Volunteer Opportunity

To be announced. Check back later for more details.

Tours

Enhance your visit to Berlin by taking [tours](#) to exciting local attractions. All tour buses will depart from the ICC Berlin.

MEETING HIGHLIGHTS

ADVANCED MEDIATION TRAINING

Friday, May 16 and Saturday, May 17, 2008

8:00 a.m. – 5:00 p.m.

ICC Berlin

Berlin, Germany

This is an advanced training course. Participants must have completed introductory mediation classes to register for this course.

Participants may register for each day separately or for both days. Participants must commit to attend the full day.

Day 1: Effective Negotiating Techniques (8:00 AM – 5:00 PM)

This day will focus upon using negotiation techniques effectively and improving mediator's skills during various phases of mediation: questioning techniques; identifying interests; identifying issues; generating options; and narrowing options. We will spend five hours in role play mediating one dispute, to give the participants time to work through to the end of the mediation. Trainers will observe and comment on role plays as the role play progresses. Each participant will act as the mediator during part of the role play to practice these skills, for about 40 minutes each. Each participant will receive specific written feedback from a trainer. There will be one trainer per six participants (groups of six participants per table; one trainer per table).

8:00 a.m. – 8:15 a.m.	Welcome and Overview of the Day
8:15 a.m. – 9:45 a.m.	Lecture and Demonstration on Interest-Based Negotiation; Questioning Techniques; Identifying Interests
9:45 a.m. – 11:15 a.m.	Role Play – 1st segment
Morning Break where convenient in the role play	
11:15 a.m. – 12:15 p.m.	Lecture and Demonstration on Identifying Issues; Generating Options; Narrowing Options
12:15 p.m. – 12:30 p.m.	Questions/Discussion
12:30 p.m. – 1:30 p.m.	Lunch (Eat at role play tables with trainers to ask questions)
1:30 p.m. – 3:00 p.m.	Role Play – 2nd segment

Afternoon Break where convenient in the role play	
3:00 p.m. – 4:30 p.m.	Role Play – 3rd segment
4:30 p.m. – 5:00 p.m.	Debriefing; General Questions and Comments; Closing

Day 2: Overcoming Impasse; Closing Techniques; Multi-Party Mediations

This day will focus on closing techniques, including overcoming impasse. Additionally, we will discuss and practice how to mediate a dispute containing multiple parties, each with different interests. Trainers will demonstrate various techniques. Trainers will demonstrate various techniques. We will spend five hours in role play mediating one dispute, to give the participants time to work through to the end of the mediation. Trainers will observe and comment on role plays as the role play progresses. Each participant will act as the mediator during part of the role play to practice these skills, for about 40 minutes each. Each participant will receive specific written feedback from a trainer. There will be one trainer per six participants (groups of six participants per table; one trainer per table).

8:00 a.m. – 8:15 a.m.	Welcome and Overview of the Day
8:15 a.m. – 9:30 a.m.	Lecture and Discussion on Multi-Party Mediations
9:30 a.m. – 11:00 a.m.	Role Play – 1st segment
Morning Break where convenient in the role play	
11:00 a.m. – 12:15 p.m.	Lecture and Demonstration on Overcoming Impasse and Closing Techniques
12:15 p.m. – 12:30 p.m.	Questions/Discussion
12:30 p.m. – 1:30 p.m.	Lunch (Eat at role play tables with trainers to ask questions of trainers)
1:30 p.m. – 3:00 p.m.	Role Play – 2nd segment
Afternoon Break where convenient in the role play	
3:00 p.m. – 4:30 p.m.	Role Play – 3rd segment
4:30 p.m. – 5:00 p.m.	Debriefing; General Questions and Comments; Closing

Trainers (all experienced mediators and mediation trainers)

[Sandra Sellers](#), Chair
Technology Mediation Services, LLC
McLean, VA, USA

[Jane Juliano](#)
Juliano & Associates

Bethesda, MD, USA

[William Marsh](#)

Conflict Management International
London, UK

[Manon Schonewille](#)

ACB, ADR Center for Businesses
The Hague, Netherlands

[John Sturrock](#)

Core Solutions Group Ltd.
Edinburgh, Scotland

To be invited as needed:

Jacques de Waart, Netherlands
David Richbell, UK
Heather Allen, UK
Pamela Lyall, UK

How to register?

[Register online](#) for the Mediation training or print out the registration form [in dollars](#) or [in euros](#).

Deadline

The deadline to register for the Advanced Mediation Training is **May 10th**. If you register after May 10th, we cannot guarantee you a chance to act as a mediator during role play. However, you will be allowed to observe the role playing.

Pricing and policies

Please refer to the registration screen or registration forms for complete pricing information.

PROGRAM

At INTA's Annual Meeting, we offer exciting and informative educational programming for all levels of practitioner expertise on the most important international trademark issues and developments.

This year's program includes workshops, industry breakouts, and sessions, including reviews of country and regional case law.

FRIDAY, MAY 16

Unless otherwise noted, all sessions and activities take place at the ICC Berlin – Neue Kantstraße / Ecke Messedamm D-14057 Berlin

8:00 a.m. – 5:00 p.m.

[Advanced Mediation Training](#)

(Advance registration required)

5:00 p.m. – 7:00 p.m.

Press Reception – Location to be announced. Please check back soon for more details.

SATURDAY, MAY 17

Unless otherwise noted, all sessions and activities take place at the ICC Berlin – Neue Kantstraße / Ecke Messedamm D-14057 Berlin

8:00 a.m. – 4:00 p.m.

[Tours](#) – Depart from the ICC Berlin

8:00 a.m. – 5:00 p.m.

[Advanced Mediation Training](#)

(Advance registration required)

12:00 p.m. – 1:30 p.m.

Board of Directors Luncheon

1:00 p.m. – 7:00 p.m.

Registration and Hospitality

1:30 p.m. – 5:00 p.m.

Board of Directors Meeting

7:00 p.m. – 11:00 p.m.

INTA Gala – The Ritz–Carlton Berlin

Black Tie Formal Dress
(Advance registration required)

SUNDAY, MAY 18

Unless otherwise noted, all sessions and activities take place at the ICC Berlin – Neue Kantstraße / Ecke Messedamm D-14057 Berlin

8:30 a.m. – 4:30 p.m.

[Tours](#) – Depart from the ICC Berlin

9:30 a.m. – 7:30 p.m.

Registration and Hospitality

10:00 a.m. – 12:00 p.m.

[Committee Meetings](#)

11:00 a.m. – 1:00 p.m.

Madrid System Users Meeting organized by World Intellectual Property Organization (WIPO)

11:30 a.m. – 1:30 p.m.

Trademark Administrators Brunch

Join trademark administrators for a networking brunch. **Please note:** You will no longer be able to register onsite. Sign up online when registering for the Annual Meeting.

(Advance registration required)

12:00 p.m. – 4:00 p.m.

[Exhibition Hall](#)

12:15 p.m. – 2:15 p.m.

[Luncheon Table Topics](#)

12:15 p.m. – 2:15 p.m.

[Committee Meetings](#)

2:30 p.m. – 4:30 p.m.

[Committee Meetings](#)

3:00 p.m. – 4:45 p.m.

INTA Annual Meeting Orientation and Cocktail Reception

For new INTA members, first-time Annual Meeting attendees, young practitioners and non-members.

The INTA Annual Meeting Orientation and Cocktail Reception is the perfect place to start your Annual Meeting experience. It offers attendees the opportunity to meet other trademark professionals, hear from experienced members about how to get the most from the Annual Meeting and to stay involved in the INTA community year-round.

Please [click here](#) for the **Guide to the INTA Annual Meeting**.

5:00 p.m. – 6:30 p.m.

Opening Ceremonies and Keynote Address

Welcoming Remarks:

130th Annual Meeting Project Team Co-Chairs

Sara Blotner, *Citigroup Inc. (United States)*

Peter J.A. Munzinger, *Bardehle Pagenberg Dost Altenburg Geissler (Germany)*

Alan C. Drewsen, Executive Director, *International Trademark Association (United States)*

INTA President's Address:

Rhonda Steele, 2008 President, International Trademark Association

Mars, Incorporated (Australia)

Keynote Speaker:

To be announced. Please check back soon for more details.

6:45 p.m. – 8:15 p.m.

Welcome Reception – “Historical Berlin”

Get a taste of Berlin during the Welcome Reception. Enjoy the atmosphere of a Berlin Beer Garden and an evening of jazz. Take a photo in front of a replica of the Brandenburger Tor and the Column of Victory as you catch up with colleagues, make new friends and run into historic characters such as Wilhelm Beetz.

MONDAY, MAY 19

Unless otherwise noted, all sessions and activities take place at the ICC Berlin –
Neue Kantstraße / Ecke Messedamm D-14057 Berlin

7:30 a.m. – 5:00 p.m.
Registration and Hospitality
8:00 a.m. – 10:00 a.m.
Continental Breakfast
8:00 a.m. – 10:00 a.m.
<u>Breakfast Table Topics</u>
8:00 a.m. – 10:00 a.m.
<u>Committee Meetings</u>
8:30 a.m. – 4:00 p.m.
<u>Tours</u> – Depart from the ICC Berlin
8:30 a.m. – 10:00 a.m.
<u>Professor Breakfast</u> <i>(By invitation only)</i>
9:00 a.m. – 4:00 p.m.
<u>Exhibition Hall</u>
10:15 a.m. – 11:30 a.m.
CONCURRENT SESSIONS
CM01 – Effective Global Branding: Crossing Cultural and Economic Borders <i>Beginner Level</i> <i>International Topic</i>
While brand owners are finding it easier to promote their brands around the world, especially via the Internet, they are also learning that it is very important to have a branding and advertising plan that works in many languages and cultures. Experienced professionals will discuss how successful brand owners deal with such cross-border / cross-language issues.
Moderator: Sven Klos, <i>Klos Morel Vos & Schaap (The Netherlands)</i>
Speakers:

Anamaria Cashman, *Playboy Enterprises, Inc. (United States)*
Paul Rawlinson, *Baker & McKenzie (United Kingdom)*

CM02 – “Fraud at the PTO”: A Barrier to the U.S. Market?

Beginner / Intermediate Level

International Topic

In recent years, a heightened focus has been placed on fraud at the United States Patent and Trademark Office (USPTO). The failure to ensure the accuracy of information submitted to the USPTO can be fatal to an application or registration in its entirety. A U.S. practitioner, along with the Chief Judge of the Trademark Trial and Appeal Board (TTAB), will discuss the elements of a fraud claim, review the recent case law and provide some helpful guidance on steps that should be taken to ensure that applications and registrations are not jeopardized by fraud claims. A U.K. practitioner will enlighten the audience on how the U.S. system differs from European practice and recommend practical steps to effectively advise non-U.S. applicants on USPTO requirements.

Moderator:

Cynthia Johnson Walden, *Fish & Richardson P.C. (United States)*

Speakers:

Anthony L. Fletcher, *Fish & Richardson P.C. (United States)*

Margaret Anne Ramage, *Alexander Ramage Associates (United Kingdom)*

Chief Judge J. David Sams, *U.S. Patent & Trademark Office (United States)*

CM03 – Enforcement in Africa as Trade Barriers Ease

Intermediate Level

International Topic

The volume of international investment in Africa is rapidly increasing as trade barriers are easing. The registration of trademarks on the continent is improving, but can investors reasonably and practically rely on administrative or judicial processes to enforce their brands? With more than 50 countries in Africa, local experts will provide an overview of effective enforcement in some significant territories along with useful commentary on important continental trends.

Moderator:

Chris K. Job, *Adams & Adams (South Africa)*

Speakers:

Mondher Almensi, *Al Mensi Law Firm (Tunisia)*

William I. Maema, *Iseme, Kamau & Maema Advocates (Kenya)*

Obatosin Ogunkeye, *Allan & Ogunkeye (Nigeria)*

Kay Rickelman, *Spoor & Fisher (South Africa)*

IM01 – Industry Breakout – Consumer Products: Cross-Border Labeling and

Related Requirements

Intermediate Level

International Topic

Regulatory Topic

Discover the various and sometimes unexpected pitfalls trademark owners face when meeting government regulated labeling requirements in conjunction with cosmetics, food and apparel. Industry experts will discuss issues dealing with ingredient specifications, bilingual requirements, appropriate nomenclature, nutrition facts, content adequacy, universal labeling and compositional requirements primarily in the U.S. and Canada, and the lack of regulatory harmonization between countries.

Moderator:

Marion Bailey, *Gowling Lafleur Henderson LLP (Canada)*

Speakers:

Catherine M. Clayton, *Gibbons P.C. (United States)*

Carolyn L. Tate, *Unilever Canada Inc. (Canada)*

Susan Vogt, *Gowling Lafleur Henderson LLP (Canada)*

10:15 a.m. – 11:30 a.m.

WORKSHOP

WM01 – The Intersection of Trademark Law and Economics: Successfully Managing Monetary Claims in Infringement Cases

Intermediate / Advanced Level

Cross-Discipline Topic

(Attendance limited to 100 people)

Experienced practitioners share valuable insight regarding the selection of experts and the potential pitfalls associated with presenting cases to judges or juries. Panelists will review various legal theories governing damages in trademark cases in selected jurisdictions around the world, summarize the basic economic principles involved and engage in an interactive brainstorming discussion on proving damages.

Moderator:

Brian M. Daniel, *CRA International (United States)*

Speakers:

John W. Crittenden, *Cooley Godward Kronish LLP (United States)*

Jacqueline A. Leimer, *Kraft Foods (United States)*

11:45 a.m. – 1:00 p.m.

CONCURRENT SESSIONS

CM04 – An Ethical Odd Couple? Trademarks and Bankruptcy

Advanced Level

Cross-Discipline Topic

Bankruptcy law in the U.S. is fairly straightforward, at least until it intersects with trademark law. Explore the unique interplay between the Bankruptcy Code and the Lanham Act, and see how the panelists deal with the thorny ethical concerns unique to these issues.

Moderator:

James Michael Faier, *Faier & Faier P.C. (United States)*

Speakers:

Clinton W. Francis, *Northwestern University School of Law (United States)*

Teresa L. Johnson, *Howard, Rice, Nemerovski, Canady, Falk & Rabkin (United States)*

Alan N. Resnick, *Hofstra University School of Law (United States)*

CM05 – Pulling Down Barriers to Entry: Spotlight on the People’s Republic of China

Intermediate Level

International Topic

China is vital to the long-term planning of many corporations, whether as a manufacturing base or a market. And yet, even though China has been opening up to the outside world for more than three decades now, doing business there and competing with Chinese companies elsewhere remains perplexing at many levels. In this session, acquire practical tips on structuring and maintaining a successful business venture with Chinese entities to ensure the health and longevity of your trademarks and brands both in China and at home.

Moderator:

Christopher J. Woods, *Kilpatrick Stockton LLP (United States)*

Speakers:

Horace Lam, *Lovells International Law Firm (China, Peoples Republic)*

Annie Siu Ting Tsoi, *Deacons (Hong Kong, SAR)*

CM06 – Europe: Possible Threats Arising from Dormant Marks

Advanced Level

International Topic

Join this experienced European panel for an advanced-level discussion on the differences among the various systems in the European Union, including the Community Trade Mark (CTM) and Switzerland. The panel will also highlight the importance of timely revocation of unused marks to ensure enduring brand protection.

Moderator:

Verena von Bomhard, *Lovells (Spain)*

Speakers:

Giovanni Francesco Casucci, *Casucci Law Firm (Italy)*

Jeremy Phillips, *Queen Mary Intellectual Property Research Institute (United Kingdom)*

Michael Ritscher, *Meyer Lustenberger Rechtsanwälte (Switzerland)*

Ekkehard Stolz, *Lichtenstein Körner & Partner (Germany)*

IM02 – Industry Breakout – Alcohol: Potholes in the Road to Global Marketing and Advertising

Advanced Level

International Topic

Regulatory Topic

Industry insiders will discuss the various and sometimes unexpected pitfalls related to the advertising and marketing of alcoholic beverage products around the world. Topics will include product placement, national descriptor definitions restricting packaging labels and trends in the evolution of alcoholic beverage regulation. Special emphasis will be given to the similarities and differences of the United States and European Union markets.

Moderator:

Bruce Proctor, *Diageo plc (United States & United Kingdom)*

Speakers:

Frank Schoneveld, *McDermott Will & Emery LLP (Belgium)*

Marc Sorini, *McDermott Will & Emery LLP (United States)*

Paul Walsh, *Bristows (United Kingdom)*

11:45 a.m. – 1:00 p.m.

WORKSHOP

WM02 – Similarity in a Global Context

Intermediate Advance Level

International Topic

(Attendance limited to 100 people)

How do in-house and outside counsel assess the risk of confusion, especially when performing clearance searches? Discussion will focus on the types of opinions an attorney can give, and how search results and the actual risk of confusion are assessed in various jurisdictions.

Moderator:

Michael Best, *Freitag & Best Rechtsanwälte (Germany)*

Speakers:

Fabio Angelini, *DeSimone & Partners (Italy)*

Ho-Hyun Nahm, *Barun IP & Law (South Korea)*

Bernard Volken, *Fuhrer Marbach & Partner (Switzerland)*

1:15 p.m. – 3:15 p.m.

Luncheon Table Topics

1:15 p.m. – 3:15 p.m.

Committee Meetings

3:30 p.m. – 4:45 p.m.

CONCURRENT SESSIONS

CM50 – Universal Efforts to Combat Counterfeiting

Advanced Level

International Topic

If imitation is the highest form of flattery, why don't you feel flattered when pirates knock off your products? Our anti-counterfeiting experts will come out of the trenches to give the latest news on the worldwide efforts to combat counterfeiting. Hear what the courts, customs, law enforcement and policy making bodies around the globe are doing to address this most pernicious form of trademark infringement.

Moderator:

Edward G. Lance IV, *McDonald's Corporation (United States)*

Speakers:

Vanessa Backman, *adidas International, Inc. (United States)*

Kevin R. Brown, *Nike, Inc. (United States)*

Prathiba Maninder Singh, *Singh & Singh Advocates (India)*

CM51 – Geographical Indications and Developing Countries

Beginner Level

International Topic

Developing countries rely heavily on natural resources, often agriculturally based, as the source of trade with the outside world. Many of the products come from specific regions or areas, and the degree to which they can command a premium depends on the protection of the names of those areas as geographical indications. Find out what progress has been made within specific regions to develop protection for such indications and to what extent the rest of the world has been prepared to recognize such indications.

Moderator:

Luiz Henrique O. do Amaral, *Dannemann, Siemsen, Bigler & Ipanema Moreira (Brazil)*

Speakers:

Tal Band, *S. Horowitz & Co. (Israel)*

Robert Brauneis, *George Washington University Law School (United States)*

Rodrigo Velasco, *Alessandri & Compania (Chile)*

CM52 – Middle East: Brand Protection in Difficult Times

Intermediate Level

International Topic

The Middle East is an area that is both prosperous and culturally exciting to western brand owners, yet parts of the region are subject to significant strife. Hear from trademark practitioners in the region about the issues they face and what brand owners are doing to break down the barriers to success in the region as a whole.

Moderator:

Stuart D. Adams, *Rouse & Co. International (United Kingdom)*

Speakers:

Shlomo Cohen, *Dr. Shlomo Cohen & Co. (Israel)*

Farrukh I. Khan, *United Trademark & Patent Services (Pakistan)*

Samer A. Pharaon, *Abu-Ghazaleh Intellectual Property (AGIP) (Jordan)*

CM53 – A Tale of Two Trademarks: Trademark Protection in Common Law and Civil Law Systems

Intermediate Level

International Topic

Trademarks reflect the same economic phenomenon throughout the world, but depending on the jurisdiction, the legal solutions provided by trademark law can be quite divergent. This session will study the life of a trademark; from searching to filing and prosecution, and will explain how these issues are resolved under both common law and the civil law. Through this comparison you will get a better understanding of the differences between the two systems among international trademark owners and practitioners.

Moderator:

Peter E. Wild, *Wild Schnyder AG (Switzerland)*

Speakers:

Ricardo Alberto Antequera, *Estudio Antequera Parilli & Rodriguez (Venezuela)*

Rebecca Delorey, *Gilbey de Haas – Advocates (France)*

Jeffrey H. Epstein, *Cowan, Liebowitz & Latman (United States)*

3:30 p.m. – 4:45 p.m.

WORKSHOP

WM50 – Resolving Disputes with ADR

Beginner Level

International Topic

(Attendance limited to 100 people)

Trademark disputes, whether fought in court or in the trademark office, can be hazardous and unpredictably expensive. Learn from experienced trademark practitioners about how to use settlement negotiations and formal mediation to avoid risks, reduce costs and achieve tailor-made solutions that can add real value to the outcome. These experts will provide the various options for effective ADR in their jurisdictions.

Moderator:

Eduardo M. Machado, *Montaury Pimenta, Machado & Lioce Advogados (Brazil)*

Speakers:

Jose Barreda, *Barreda Moller (Peru)*

Katrina Burchell, *Unilever PLC (United Kingdom)*

Gregory P. Gulia, *Duane Morris LLP (United States)*

3:30 p.m. – 5:30 p.m.

[Committee Meetings](#)

4:30 p.m. – 5:30 p.m.

PAC Reception

(By invitation only)

5:00 p.m. – 7:00 p.m.

In-House Counsel Reception

(By invitation only)

6:00 p.m. – 7:00 p.m.

China Reception

(By invitation only)

9:00 p.m. – 11:30 p.m.

President's Dessert Reception – Hotel Adlon Kempinski Berlin

(By invitation only)

TUESDAY, MAY 20

Unless otherwise noted, all sessions and activities take place at the ICC Berlin –
Neue Kantstraße / Ecke Messedamm D-14057 Berlin

7:30 a.m. – 5:00 p.m.
Registration and Hospitality
8:00 a.m. – 10:00 a.m.
Continental Breakfast
8:00 a.m. – 10:00 a.m.
Breakfast Table Topics
8:00 a.m. – 10:00 a.m.
Committee Meetings
8:30 a.m. – 10:00 a.m.
INTA Roundtable Hosts Breakfast <i>(By invitation only)</i>
8:30 a.m. – 4:00 p.m.
Tours – Depart from the ICC Berlin
9:00 a.m. – 4:00 p.m.
Exhibition Hall
10:00 a.m. – 12:00 a.m.
Association Brunch <i>(By invitation only)</i>
10:15 a.m. – 11:30 a.m.
CONCURRENT SESSIONS
CT01 – Trademarks, Patents and Copyrights: Understanding the Interplay <i>Beginner Level</i> <i>Regulatory Topic</i>
Do you want to learn more about the interplay between trademarks, patents and copyrights, and the types of protection that are available for brands, products and ideas? Despite similarities among the kinds of intellectual property protection, they are different and serve different purposes. Gain a meaningful understanding of the interplay among the types of protection, so that both in-house and outside counsel can better identify the different strategies for protecting intellectual property and the practical implications of these strategies.

Moderators:

Jeffrey H. Greene, *Foley & Lardner LLP (United States)*

Speakers:

Ira Jay Levy, *Goodwin Procter LLP (United States)*

Nels T. Lippert, *Wilmer Cutler Pickering Hale and Dorr LLP (United States)*

Milton Springut, *Kalow & Springut LLP (United States)*

CT02 – Freedom of Expression and Unfair Competition: An International Academic Perspective on the Boundaries of Fair Use

Advanced Level

Cross-Discipline Topic

International law professors take a comparative look at the laws surrounding trademark fair use. The discussion will focus on use of another's trademark in comparative advertising, keyword advertising and parody, with a critical look at fair use defenses and barriers.

Moderator:

Charles Gielen, *NautaDutilh (The Netherlands)*

Speakers:

Graeme B. Dinwoodie, *Chicago-Kent College of Law (United States)*

Ansgar Ohly, *Universität Bayreuth (Germany)*

Horacio Rangel-Ortiz, *Rangel y Rangel, S.C. (Mexico)*

Gerald T. Tschura, *Thomas M. Cooley Law School (United States)*

IT01 – Industry Breakout – Financial Services: Sarbanes-Oxley: It's No Longer Just for Corporate Lawyers

Intermediate Level

Regulatory Topic

Public companies are obligated to assess, manage and monitor their IP portfolios and disclose material risks of IP threats and claims of infringements. This panel will discuss how the transparency and reporting rules imposed by Sarbanes-Oxley impact trademark owners and practitioners. Tips will be shared on how to raise awareness about IP rights and establish internal processes to comply with Sarbanes-Oxley.

Moderator:

Leo Longauer, *UBS AG, Group IP (Switzerland)*

Speakers:

Gary Bender, *Ernst & Young (United States)*

Paul Kruse, *Bone McAllester Norton PLLC (United States)*

10:15 a.m. – 11:30 a.m.

WORKSHOP

WT01 – Indigenous Rights Reconciled with Trademark Rights: Boutique Interests in a Macro Market

Intermediate Level

International Topic

Cross-Discipline Topic

There are currently more than 5,000 separate Indigenous societies existing in more than 70 countries. These peoples' cultural expressions and expressions of folklore are often unwritten, which makes it easy for outsiders to ignore, violate and steal them or simply be unaware of them. Experienced practitioners will discuss how to avoid potentially costly problems of unwritten and unrecorded indigenous cultural expressions when considering trademark clearance, use and registration. The discussion will focus on the current World Intellectual Property Organization (WIPO) Documents and processes which seek to formalize the protection of Indigenous Peoples Traditional Cultural Expressions and the potential issues for third parties regarding the protection of intellectual property rights that have already been obtained or that they are seeking to acquire.

Moderator:

Marion Heathcote, *Davies Collison Cave (Australia)*

Speakers:

Florence T. Fenton, *Munro Leys (Fiji)*

David Haigh, *Brand Finance Plc (United Kingdom)*

Barbara Sullivan, *Henry Hughes (New Zealand)*

11:45 a.m. – 1:00 p.m.

CONCURRENT SESSIONS

CT03 – Parallel Imports: Navigating the Currents of Multinational Enforcement

Advanced Level

International Topic

Each time there are major currency fluctuations in the world, large multinational companies expect to hear reports about the increase of parallel imports around the world and demands for action from overseas subsidiaries and distributors. Because there does not exist one simple international enforcement plan regarding parallel imports, this panel will look at the various laws and practices in the United States, the European Economic Area, Japan and Australia to illustrate the different issues associated with parallel imports.

Moderator:

Lloyd Parker, *Lovells (Japan)*

Speakers:

Brett A. August, *Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP (United States)*

Eiichiro Kubota, *Kubota Hirai & Kozu (Japan)*
Paul Maeyaert, *Altius (Belgium)*
Stephen Marcus Stern, *Corrs Chambers Westgarth (Australia)*

CT04 – Why We Do What We Do?

All Levels

International Topic

Cross-Discipline Topic

Why is it that trademark professionals seem to enjoy their jobs in ways that practitioners in many other areas of the legal profession do not? Do you get emotionally charged up by infringements or by knowing you are protecting consumers from potentially dangerous knockoffs or financially ruinous scams? This session will celebrate all the things that make our area of the law a truly fun and noble practice. The panel will share their storied history, constant evolution and groundbreaking future trends of trademark practice and will remind us all again of “why we do what we do!”

Moderator:

Paul D. McGrady, Jr., *Greenberg Traurig (United States)*

Speakers:

Gerhard R. Bauer, *Daimler AG (Germany)*

Graeme B. Dinwoodie, *Chicago Kent College of Law (United States)*

J. Scott Evans, *Adams Evans P.A. (United States)*

CT05 – Trademarks and the Internet – Hot Topics

Advanced Level

International Topic

Do terms like “domain kiting,” “domain tasting,” “pay-per-click website monetization,” “website vigilantes” and “keyword registration scams” have you scratching your head? These are all examples of the latest trends in online trademark abuses. Industry experts will discuss the current developments of these and other issues in today’s Internet environment including the launch of new top level domains.

Moderator:

Michael Adams, *Mayer Brown LLP (United States)*

Speakers:

Ian Ballon, *Greenberg Traurig (United States)*

Joshua S. Bourne, *FairWinds Partners, LLC (United States)*

Timothy Cole, *Internet Corporation for Assigned Names and Numbers (ICANN) (United States)*

IT02 – Industry Breakout – Pharmaceuticals: Clearance in a Regulatory

Industry

*Advanced Level
Regulatory Topic*

Regulatory issues associated with adopting trademarks in the pharmaceutical industry can be tricky. This session will provide guidance and suggestions on how to anticipate refusals to a trademark in a new drug application by the U.S. Food and Drug Administration (FDA) and other regulatory agencies. Industry specialists will share arguments that have proven successful in overcoming regulatory agency refusals, as well as umbrella branding and other over-the-counter product issues in Europe.

Moderator:

Richard A. Friedman, *Pfizer Inc. (United States)*

Speakers:

Hubertus Cranz, *Association of the European Self-Medication Industry (AESGP) (Belgium)*

Dorothy Linvill-Neal, *Johnson & Johnson (United States)*

Jerry Phillips, *Brand Institute, Inc. (United States)*

11:45 a.m. – 1:00 p.m.

WORKSHOP**WT02 – Workshop on Genuine Use Requirements in the European Union**

*Intermediate Level
International Topic*

Do you know where the “breaking point” is when a trademark is used differently than how it was registered? In this hands-on workshop, learn how much use is enough, what kind of evidence is needed and how it should be presented. U.S. and European practitioners will share their experiences and tips on how to successfully prove use of a trademark under European Community Law and on National Member State level.

Moderator:

Jean L. Pire, *Gevers & Partners (Belgium)*

Speakers:

Claes Agnvall, *Zacco (Sweden)*

Ruth E. Annand, *Taylor Wessing LLP (United Kingdom)*

Olof Fickert, *Herrero & Asociados, S.L. (Spain)*

Hub. J. Harmeling, *Freshfields Bruckhaus Deringer (Netherlands)*

Olga M. Nedeltscheff, *Limited Brands, Inc. (United States)*

1:15 p.m. – 3:15 p.m.

[Luncheon Table Topics](#)

1:15 p.m. – 3:15 p.m.

Committee Meetings

1:30 p.m. – 3:00 p.m.

In-House Counsel Luncheon

(By invitation only)

3:30 p.m. – 4:45 p.m.

CONCURRENT SESSIONS

CT50 – Trademarks and Advertising: Fair Use and Parody

Intermediate Level

Cross-Discipline Topic

More and more trademark professionals are being asked to leap the traditional wall between trademark and advertising laws. Take a tour through the landscape of the U.S. Federal Trade Commission (FTC) regulations, parody and fair use, and let the panelists provide you with a primer on advertising review issues.

Moderator:

Paul R. Garcia, *Kirkland & Ellis (United States)*

Speakers:

Marc Groebl, *Howrey LLP Rechtsanwaelte (Germany)*

Christy N. Hurley, *Expedia, Inc. (United States)*

CT51 – Sport Sponsorship: Ambushes and Other Perils

Intermediate Level

International Topic

Corporations that secure exclusive sponsorship rights to sporting or other events are often challenged to protect their interests from ambush marketers, who attempt to get a free ride by associating themselves with the event without paying the requisite fee. Acquire useful insights and tips from event organizers, sponsors and experienced practitioners who were involved with the 2006 FIFA World Cup in Germany and are currently involved with the 2008 Olympics in Beijing, and find out what's in store for them in 2010 at the FIFA World Cup in South Africa and the London Olympics in 2012.

Moderator:

Christian Rohnke, *White & Case LLP (Germany)*

Speakers:

Xuemin Chen, *Zhongzi Law Office (China, PR)*

Gérard du Plessis, *Adams & Adams (South Africa)*

David J. Gill - *Trade Mark Attorneys (United Kingdom)*

Julia Schönbohm, *DLA Piper (Germany)*

CT52 – Latin America and the Madrid Protocol: An Ending Story?

Intermediate Level

International Topic

To date, Cuba is the only Latin American country that is a member of the Madrid System. Shortly, many Latin American countries will have to adhere to the system as a result of the free trade agreements that are being signed with the United States. Find out how these countries plan to adhere to the Madrid Protocol and the predictions on their success.

Moderator:

Bruno Machado, *International Trademark Association (INTA) (Switzerland)*

Speakers:

Jose Graca Aranha, *World Intellectual Property Organization (WIPO) (Switzerland)*

Damaso A. Pardo, *Perez Alati, Grondona, Benites Arntsen & Martinez De Hoz (h) (Argentina)*

Claudia Christina Schulz, *Carminatti Schulz (Brazil)*

Ninoshka Urrutia, *Rodriguez, Rodriguez, Archila, Castellanos, Solares & Aguilar (Guatemala)*

3:30 p.m. – 4:45 p.m.

WORKSHOP

WT50 – Forum Shopping in the EU: Where to Enforce My Trademark Rights?

Intermediate Level

International Topic

Although cost is important, the legal merits of whether to try a case are even more important. Explore the central considerations weighed in key European Union Member States such as what is available in the summary proceedings, what investigation is allowed upon Court order, timing, differences in substantive trademark law and remedies on the merits as well as costs.

Moderator:

Karina Dimidjian-Lecomte, *CASALONGA (France)*

Speakers:

Alexander Cizek, *DLA Piper Weiss-Tessbach Rechtsanwaelte GmbH (Austria)*

Morag MacDonald, *Bird & Bird (United Kingdom)*

Pier Luigi Roncaglia, *Societa Italiana Brevetti (Italy)*

Simon Schäfer, *Vossius & Partner (Germany)*

3:30 p.m. – 5:30 p.m.

[Committee Meetings](#)

3:30 p.m. – 5:00 p.m.

Student Panel Presentation

(All law students are encouraged to attend)

5:30 p.m. – 7:30 p.m.

Young Practitioner and Law Student Cocktail Reception

(All law students and young practitioners are encouraged to attend.)

WEDNESDAY, MAY 21

Unless otherwise noted, all sessions and activities take place at the ICC Berlin –
Neue Kantstraße / Ecke Messedamm D–14057 Berlin

7:30 a.m. – 2:00 p.m.

Registration and Hospitality

8:00 a.m. – 10:00 a.m.

Continental Breakfast

8:00 a.m. – 10:00 a.m.

Breakfast Table Topics

8:00 a.m. – 10:00 a.m.

Committee Meetings

10:00 a.m. – 2:00 p.m.

Exhibition Hall

10:00 a.m. – 3:00 p.m.

Tours – Depart from the ICC Berlin

10:15 a.m. – 11:30 a.m.

CONCURRENT SESSIONS

**CW01 – Southeast Asia: Harmonization and Emerging Issues in
Trademark Law**

Intermediate Level

International Topic

Hear from leading experts in Southeast Asia on the efforts to harmonize

trademark laws in the Association of Southeast Asian Nations (ASEAN) and the development of emerging issues, such as dilution, the evolving definition of a trademark, nontraditional trademarks and design marks.

Moderator:

Jo-Ann See, *Amica Law LLC (Singapore)*

Speakers:

Mila Federis, *Federis & Associates (Philippines)*

Wong Jin Nee, *Wong Jin Nee & Teo (Malaysia)*

Nettaya Warncke, *Domnern Somgiat & Boonma Law Office Ltd. (Thailand)*

CW02 – Annual Review of U.S. Federal Case Law and TTAB Developments

Advanced Level

Receive a concise roundup of recent major decisions rendered by the United States courts and the Trademark Trial and Appeal Board (TTAB) as reported in Vol. 98, No. 1 of *The Trademark Reporter*®.

Speakers:

Theodore H. Davis, *Kilpatrick Stockton LLP (United States)*

Jordan S. Weinstein, *Oblon, Spivak, McClelland, Maier & Neustadt, P.C. (United States)*

11:45 a.m. – 1:00 p.m.

CONCURRENT SESSIONS

CW03 – CTM: The Charm – and the Crux – of Pan-European Protection

Intermediate Level

International Topic

Learn from top European trademark practitioners how to invoke your rights under the Community Trade Mark (CTM) laws and obtain injunctive relief in the different European Union countries.

Moderator:

Julien Freneaux, *Bardehle Pagenberg (France)*

Speakers:

Charters Macdonald Brown, *Redd Solicitors LLP (United Kingdom)*

Alexander von Mühlendahl, *Bardehle Pagenberg Dost Altenburg Geissler (Germany)*

Gregor Vos, *Klos Morel Vos & Schaap (The Netherlands)*

CW04 – Ethics for the Trademark Professional

Intermediate / Advanced Level

We all know the black and white rules of Trademark Law, however, each day trademark administrators, trademark agents and junior attorneys in a global trademark practice find themselves dealing with shades of gray. From executing applications for clients, resolving conflicts that arise during prosecution, pre-texting to get information from suspected infringers, to contacting the employees of opponents, we face difficult questions not clearly addressed by the black and white rules. This panel will discuss several “real world” scenarios, exploring these difficult situations and providing some guidance on how to zealously represent your client and still sleep at night.

Moderator:
Beth Craig, *Howrey LLP (United States)*

Speakers:
David Stone, *Howrey LLP (United Kingdom)*
Bryan K. Wheelock, *Harness, Dickey & Pierce PLC (United States)*

11:45 a.m. – 1:00 p.m.

WORKSHOP

WW01 – Taxes and Trademarks: Structuring Global IP Ownership

Advanced Level

International Topic

(Attendance limited to 100 people)

Discover the opportunities and pitfalls you may encounter in structuring or restructuring global IP ownership. Learn how you can maximize your return on investment and minimize taxes while maintaining brand validity through the proper use of licenses and the exercise of appropriate quality control. The panel will review the transfer of IP portfolios to “tax-advantaged” jurisdictions, international trends in the scrutiny of transfer pricing, “split ownership” of IP portfolios, and the challenges of maintaining brand validity during and after restructuring.

Moderator:
Karen Butcher, *Morgan, Lewis & Bockius LLP (United States)*

Speakers:
William F. Colgin, Jr., *Morgan, Lewis & Bockius LLP (United States)*
Isabel Verlinden, *PricewaterhouseCoopers (Belgium)*

1:15 p.m. – 3:15 p.m.

[Luncheon Table Topics](#)

1:15 p.m. – 3:15 p.m.

[Committee Meetings](#)

7:00 p.m. – 11:00 p.m.

Grand Finale – A Fun Fair at the Kulturbrauerei

The Kulturbrauerei (“Culture Brewery”) is one of the last remaining industrial monuments from the end of the 19th century, and hosts a variety of fair games and entertainment, including traditional German music from the Twenties to the Forties. You will be able to prove your dexterity or test your luck at the games throughout the fair grounds, as you experience an international array of food and beverages and witness the jugglers and artists performing.

SESSIONS BY TOPIC

ADVERTISING

CM01 – Effective Global Branding: Crossing Cultural and Economic Borders
MONDAY, MAY 19, 10:15 a.m. – 11:30 a.m.

IM02 – Potholes in the Road to Global Marketing and Advertising: Alcohol Industry Breakout
MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

CT02 – Freedom of Expression and Unfair Competition: An International Academic Perspective on the Boundaries of Fair Use
TUESDAY, MAY 20, 10:15 a.m. – 11:30 a.m.

CT50 – Trademarks and Advertising: Fair Use and Parody
TUESDAY, MAY 20, 3:30 p.m. – 4:45 p.m.

ANTI - COUNTERFEITING

CM50 – Universal Efforts to Combat Counterfeiting
MONDAY, MAY 19, 3:30 p.m. – 4:45 p.m.

COMMUNITY TRADE MARK

CM06 – Europe: Possible Threats Arising from Dormant Marks
MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

CW03 – CTM: The Charm – and the Crux – of Pan-European Protection
WEDNESDAY, MAY 21, 11:45 a.m. – 1:00 p.m.

COPYRIGHTS AND PATENTS

CT01 – Trademarks, Patents and Copyrights: Understanding the Interplay
TUESDAY, MAY 20, 10:15 a.m. – 11:30 a.m.

DAMAGES IN TRADEMARK CASES

WM01 – The Intersection of Trademark Law and Economics: Successfully Managing Monetary Claims in Infringement Cases
MONDAY, MAY 19, 10:15 a.m. – 11:30 a.m.

DILUTION

CW01 – Southeast Asia: Harmonization and Emerging Issues in Trademark Law
WEDNESDAY, MAY 21, 10:15 a.m. – 11:30 a.m.

DORMANT MARKS

CM06 – Europe: Possible Threats Arising from Dormant Marks
MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

ETHICS

CM04 – An Ethical Odd Couple? Trademarks and Bankruptcy
MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

CW04 – Ethics for the Trademark Professional
WEDNESDAY, MAY 21, 11:45 a.m. – 1:00 p.m.

EUROPEAN UNION ISSUES

CM06 – Europe: Possible Threats Arising from Dormant Marks
MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

IM02 – Potholes in the Road to Global Marketing and Advertising: Alcohol Industry Breakout
MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

WT02 – Workshop on Genuine Use Requirements in the European Union
TUESDAY, MAY 20, 11:45 a.m. – 1:00 p.m.

WT50 – Forum Shopping in the EU – Where to Enforce My Trademark Rights?
TUESDAY, MAY 20, 3:30 p.m. – 4:45 p.m.

CW03 – CTM: The Charm – and the Crux – of Pan - European Protection
WEDNESDAY, MAY 21, 10:15 a.m. – 11:30 a.m.

FAIR USE

CT02 – Freedom of Expression and Unfair Competition: An International Academic Perspective on the Boundaries of Fair Use
TUESDAY, MAY 20, 10:15 a.m. – 11:30 a.m.

GENUINE USE

WT02 – Workshop on Genuine Use Requirements in the European Union
TUESDAY, MAY 20, 11:45 a.m. – 1:00 p.m.

GEOGRAPHICAL INDICATIONS

CM51 – Geographical Indications and Developing Countries
MONDAY, MAY 19, 3:30 p.m. – 4:45 p.m.

INDIGENOUS RIGHTS

WT01 – Indigenous Rights Reconciled with Trademark Rights: Boutique Interests in a Macro Market

TUESDAY, MAY 20, 10:15 a.m. – 11:30 a.m.

INDUSTRY RELATED

IM01 – Cross-Border Labeling and Related Requirements: Consumer Products Industry Breakout

MONDAY, MAY 19, 10:15 a.m. – 11:30 a.m.

IM02 – Potholes in the Road to Global Marketing and Advertising: Alcohol Industry Breakout

MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

IT01 – Sarbanes - Oxley – It's No Longer Just for Corporate Lawyers: Financial Services Breakout

TUESDAY, MAY 20, 10:15 a.m. – 11:30 a.m.

IT02 – Pharmaceuticals Industry Breakout: Clearance in a Regulatory Industry

TUESDAY, MAY 20, 11:45 a.m. – 1:00 p.m.

INTERNET

CT05 – Trademarks and the Internet – Hot Topics

TUESDAY, MAY 20, 11:45 a.m. – 1:00 p.m.

MADRID PROTOCOL

CT52 – Latin America and the Madrid Protocol – an Ending Story?

TUESDAY, MAY 20, 3:30 p.m. – 4:45 p.m.

MARKETING

IM02 – Potholes in the Road to Global Marketing and Advertising: Alcohol Industry Breakout

MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

CT51 – Sport Sponsorship: Ambushes and Other Perils

TUESDAY, MAY 20, 3:30 p.m. – 4:45 p.m.

MEDIATION

WM50 – Resolving Disputes with ADR

MONDAY, MAY 19, 3:30 p.m. – 4:45 p.m.

NON - TRADITIONAL TRADEMARKS

CW01 – Southeast Asia: Harmonization and Emerging Issues in Trademark Law
WEDNESDAY, MAY 21, 10:15 a.m. – 11:30 a.m.

PARALLEL IMPORTS

CT03 – Parallel Imports: Navigating the Currents of Multi - National Enforcement
TUESDAY, MAY 20, 11:45 a.m. – 1:00 p.m.

PROTECTION AND ENFORCEMENT

CM01 – Effective Global Branding: Crossing Cultural and Economic Borders
MONDAY, MAY 19, 10:15 a.m. – 11:30 a.m.

CM03 – Enforcement in Africa as Trade Barriers Ease
MONDAY, MAY 19, 10:15 a.m. – 11:30 a.m.

CM06 – Europe: Possible Threats Arising from Dormant Marks
MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

CM50 – Universal Efforts to Combat Counterfeiting
MONDAY, MAY 19, 3:30 p.m. – 4:45 p.m.

CM51 – Geographical Indications and Developing Countries
MONDAY, MAY 19, 3:30 p.m. – 4:45 p.m.

CM52 – Middle East: Brand Protection in Difficult Times
MONDAY, MAY 19, 3:30 p.m. – 4:45 p.m.

CM53 – A Tale of Two Trademarks: Trademark Protection in Common Law and Civil Law Systems
MONDAY, MAY 19, 3:30 p.m. – 4:45 p.m.

CT01 – Trademarks, Patents and Copyrights: Understanding the Interplay
TUESDAY, MAY 20, 10:15 a.m. – 11:30 a.m.

WT01 – Indigenous Rights Reconciled with Trademark Rights: Boutique Interests in a Macro Market
TUESDAY, MAY 20, 10:15 a.m. – 11:30 a.m.

CT03 – Parallel Imports: Navigating the Currents of Multi - National Enforcement
TUESDAY, MAY 20, 11:45 a.m. – 1:00 p.m.

CT51 – Sport Sponsorship: Ambushes and Other Perils
TUESDAY, MAY 20, 3:30 p.m. – 4:45 p.m.

WT50 – Forum Shopping in the EU – Where to Enforce My Trademark Rights?
TUESDAY, MAY 20, 3:30 p.m. – 4:45 p.m.

CW03 – CTM: The Charm – and the Crux – of Pan - European Protection
WEDNESDAY, MAY 21, 11:45 a.m. – 1:00 p.m.

REGIONAL UPDATES

CM03 – Enforcement in Africa as Trade Barriers Ease

MONDAY, MAY 19, 10:15 a.m. – 11:30 a.m.

CM05 – Pulling Down Barriers to Entry: Spotlight on the People’s Republic of China

MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

CM06 – Europe: Possible Threats Arising from Dormant Marks

MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

CM52 – Middle East: Brand Protection in Difficult Times

MONDAY, MAY 19, 10:15 a.m. – 11:30 a.m.

CT52 – Latin America and the Madrid Protocol – an Ending Story?

TUESDAY, MAY 20, 3:30 p.m. – 4:45 p.m.

CW01 – South-East Asia: Harmonization and Emerging Issues in Trademark Law

WEDNESDAY, MAY 21, 10:15 a.m. – 11:30 a.m.

CW02 – Annual Review of U.S. Federal Case Law and TTAB Developments

WEDNESDAY, MAY 21, 10:15 a.m. – 11:30 a.m.

SEARCHING

WM02 – Similarity in a Global Context

MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

CM53 – A Tale of Two Trademarks: Trademark Protection in Common Law and Civil Law Systems

MONDAY, MAY 19, 3:30 p.m. – 4:45 p.m.

TRADEMARK OFFICES

CM02 – “Fraud at the PTO”: A Barrier to the U.S. Market?

MONDAY, MAY 19, 10:15 a.m. – 11:30 a.m.

TAX AND FINANCIAL ISSUES

CM04 – An Ethical Odd Couple? Trademarks and Bankruptcy

MONDAY, MAY 19, 11:45 a.m. – 1:00 p.m.

IT01 – Sarbanes-Oxley – It’s No Longer Just for Corporate Lawyers: Financial Services Breakout

TUESDAY, MAY 20, 10:15 a.m. – 11:30 a.m.

WW01 – Taxes and Trademarks: Structuring Global IP Ownership

WEDNESDAY, MAY 21, 11:45 a.m. – 1:00 p.m.

PROGRAM

TABLE TOPICS

Share a table and a meal with others interested in discussing exciting and up-to-date topics. All Table Topics will take place at the ICC Berlin. Registration is on a first come, first served basis, and is limited to ten participants per table. There is a two Table Topics per person limit for the entire meeting. An additional charge of US \$ 40 (€ 28) per person, per topic, will cover food and beverage costs. Some Table Topics will be conducted in languages other than English. These sessions are designated with the language in parentheses. Tickets for available Table Topics may be purchased at the Registration Desk in the ICC Berlin.

NO TICKETS WILL BE SOLD AT THE DOOR. ONLY THOSE PRE-REGISTERED FOR THE SESSION MAY ENTER.

PLEASE NOTE THAT CLE CREDITS ARE NOT AVAILABLE FOR TABLE TOPICS.

SUNDAY, May 18
12:15 p.m. – 2:15 p.m.
Luncheon Table Topics

TS50 Acquired Distinctiveness of German versus European Community Trade Marks: Which Is Harder To Acquire?

Dirk Pahl, *Hauck Attorneys At Law (Germany)*

TS51 Adjunct Professors: Teaching and Grading Techniques

Fred W. Hathaway, *Buchanan Ingersoll & Rooney, P.C. (United States)*

TS52 The Challenges of Shape and Color Trademarks in India and the Asian Subcontinent

Hemant Singh, *INTTL ADVOCARE (India)*

TS53 Collision Between Trademark and Design Protection: A View From Asia

Wentzel Wolfgang, *Schott AG (Germany)*

TS54 EU Community Trade Marks: Is There a Need for National Registrations?

Alice Findlay, *Reddie & Grose (United Kingdom)*

TS55 Everything You Wanted to Know about Russian Trademark Law, But Did Not Dare Ask!

Denis I. Khabarov, *Baker & McKenzie (Russian Federation)*

TS56 Famous Marks Protection in Asia and the Far East

Zaheera Hashim, *Procter & Gamble Asia Ptc Ltd. (Singapore)*

TS57 Giving Written Opinions to Clients: Do's and Don'ts

Brent Routman, *Merchant & Gould P.C. (United States)*

TS58 Groundless Threats in Trademark Cases: Are They a Problem in Europe?

Brian J. Morgan, *Marks & Clerk (United Kingdom)*

TS59 How International is an International Registration: An Asian Perspective

Woon C. Yew, *Rodyk & Davidson (Singapore)*

TS60 How to Avoid the Embarrassment of Being Left Without Your Trade Dress in the United States

Milton Springut, *Kalow & Springut LLP (United States)*

TS61 Is Cross Border Enforcement a Reality in the European Community?

Anna Carboni, *Wilberforce Chambers (United Kingdom)*

TS62 Joining Forces: Trademarks in Joint Ventures

Bruce J. Goldner, *Skadden, Arps, Slate, Meagher & Flom LLP (United States)*

TS63 Latin American Countries as Destinations for Counterfeits: Mechanisms for Protection

Rodrigo Velasco-Alessandri, *Alessandri & Compania (Chile)*

TS64 The Madrid Protocol is Coming to New Zealand: What Will Be the Effect?

John Glengarry, *Buddle Findlay (New Zealand)*

TS65 Search and Seizure Orders in Europe: A Comparison between Member States

Sian Croxon, *DLA Piper UK LLP (United Kingdom)*

TS66 Staffing: Managing Your In-House Trademark Department

Speaker to be announced

TS67 Survey Evidence and Its Role in European Trademark Cases: Friend or Foe?

Maximilian Kinkeldey, *Grunecker, Kinkeldey, Stockmair & Schwanhauser (Germany)*

TS68 Unfair Competition in Latin America

Lilian Zelaya, *Arias & Munoz (El Salvador)*

TS69 U.S. Trademark Basics for Non-U.S. Practitioners (In Spanish)

Antonio Cueto García, *Gomez-Acebo & Pombo (Spain)*

Monday, May 19
8:00 a.m. – 10:00 a.m.
Breakfast Table Topics

TM01 Breaking Down Barriers in Branding: Linguistic and Cultural Differences in

the European Union (*In Italian*)

Vanessa Franchini, *Gianni, Origoni, Grippo & Partners (Italy)*

TM02 Building a Brand and Brand Valuation in Asia

Shwetaree Majumder, *Anand & Anand Advocates (India)*

TM03 Canada's Section 9 Marks: A Good Thing or an "Official" Nuisance for Trademark Owners

Amalia M. Trister, *Goodmans LLP (Canada)*

TM04 Central and Eastern Europe Membership in the EU: Has Intellectual Property Protection Increased?

Marek Lazewski, *Lazewska & Lazewski (Poland)*

TM05 Conducting a Corporate Trademark Audit

To be announced

TM06 Conflicts Among Trademarks, Company Names and Domain Names in Asia

Twiggy Mei Ho Liu, *Twiggy M H Liu Law Office (Hong Kong, SAR)*

TM07 Counterfeiting: Diverse Enforcement Strategies in Europe Considering National Differences

Fabrizio Jacobacci, *Jacobacci & Associati (Italy)*

TM08 Dot-com and the Other Dots: Strategies to Choose a Top Level Domain for Domain Name Registration

Elliot S. Simcoe, *Smart & Biggar / Fetherstonhaugh & Co. (Canada)*

TM09 Enforcement Challenges in Germany: Protecting Trademarks that have Dilution Problems

Morten Petersenn, *Lovells LLP (Germany)*

TM10 European Union Regulations and Directives: What They Mean for a Trademark Owner

Marianne Schaffner, *Linklaters (France)*

TM11 Harmony Among the Decisions of the European Court and the Office for Harmonization in the Internal Market (OHIM)

Jean-Baptiste Bourgeois, *Bourgeois Rezac Mignon (France)*

TM12 International Registration: Best Practices for Administrators Working with the World Intellectual Property Organization (WIPO)

Beth Craig, *Howrey LLP (United States)*

TM13 Get It In Writing! Drafting Search Reports

Benita Collier, *Ballard Spahr Andrews & Ingersoll (United States)*

TM14 Licensing Strategies in Latin America

Eduardo Kleinberg, *Basham, Ringe y Correa S.C. (México)*

TM15 Office for Harmonization in the Internal Market (OHIM) Discussion on

Community Trade Marks: Absolute and Relative Grounds

Beate Schmidt, *Office for Harmonization in the Internal Market (OHIM) (Spain)*

TM16 Protection of Unregistered Marks and Trade Dress in the European Union: A Comparison of Member States

Mary Bagnall, *Mayer, Brown, Rowe & Maw LLP (United Kingdom)*

TM17 Proving Fame in the U.S.: Gathering Evidence for Well-Known Marks

Bruce W. Baber, *King & Spalding LLP (United States)*

TM18 Strategies for Winning Domain Name Disputes, Including Choice of Forum

S. Zev Parnass, *Debevoise & Plimpton LLP (United States)*

TM19 Survey Says . . . Survey Strategy in Trademark Litigation

Sandra Edelman, *Dorsey & Whitney LLP (United States)*

**TM20 Trademark Infringement Through Comparative Advertising in Latin America
(In Spanish)**

Santiago R. O'Connor, *Marval, O'Farrell & Mairal (Argentina)*

**Monday, May 19
1:15 p.m. – 3:15 p.m.
Luncheon Table Topics**

TM50 Breaking Down Barriers in Branding: Linguistic and Cultural Differences in the European Union

Jonathan Clegg, *F.J. Cleveland (United Kingdom)*

TM51 Copyright Couture: Copyright Protection for Fashion Designs in the United States

Nisa Lynn Ojalvo, *LVMH Moet Hennessy Louis Vuitton Inc. (United States)*

TM52 The Doctrine of Fraud on the United States Patent and Trademark Office (USPTO)

Marc E. Ackerman, *White & Case LLP (United States)*

TM53 The EU Enforcement Directive: Effects on Damages and Cost Orders in Member States

Gregor Vos, *Klos Morel Vos & Schaap (The Netherlands)*

TM54 False and Comparative Advertising in the United States and Canada

Randi Singer, *Weil, Gotshal & Manges LLP (United States)*

TM55 Fair Use – The Good, The Bad, The Ugly: War Stories from Jury Trials of United States Trademark Cases

William H. Frankel, *Brinks Hofer Gilson & Lione (United States)*

TM56 Issues in the Alcoholic Beverage Industry

Jennifer Millones, *Diageo North America, Inc. (United States)*

TM57 Licenses and Insolvency in Germany: The “Explosive” Choice Option under Section 103 German Insolvency Code (*In German*)

Matthias Kloth, *White & Case (Germany)*

TM58 New Developments in Trademark Law in China

Joanne Jiao, *Beijing JanLea Trademark Agency Co., Ltd. (China)*

TM59 Obtaining Damages in Infringement Cases in the United States: The Economics of Pursuit and the Likelihood of Recovery

R. Charles Henn, Jr., *Kilpatrick Stockton LLP (United States)*

TM60 Office for Harmonization in the Internal Market (OHIM) Update on Recent Community Trade Mark and Community Design Decisions

Vincent O'Reilly, *Office for Harmonization in the Internal Market (OHIM) (Spain)*

TM61 Pharmaceutical Parallel Imports within the European Union

Speaker to be announced

TM62 Practical Prosecution Tips from the United States Patent and Trademark Office (USPTO)

Speaker to be announced, *United States Patent and Trademark Office (USPTO) (United States)*

TM63 Recent Decisions of the European Court of Justice

Sara Ashby, *Redd Solicitors LLP (United Kingdom)*

TM64 The Risks and Rewards of Brand Extension Through Licensing

Anouk M. von Meyenfeldt, *Tommy Hilfiger Europe B.V. (The Netherlands)*

TM65 Trademark Protection Safari: Hunting for Effective Enforcement Strategies in Africa

Marilyn Krige, *Adams & Adams (South Africa)*

TM66 United States Registration of Nontraditional Trademarks

Dinisa Hardley Folmar, *The Coca-Cola Company (United States)*

TM67 Update on Famous and Well-Known Marks in Europe

Sheila M. Henderson, *Richemont (United Kingdom)*

TM68 Using Customs Agencies in Asian Countries to Stop Infringements

Zhanying Jia, *Liu, Shen & Associates (Hong Kong)*

TM69 World Intellectual Property Organization (WIPO) Answers Common Questions About Uniform Domain Name Dispute Resolution Policy and Rules

Erik Wilbers, *World Intellectual Property Organization (WIPO) (Switzerland)*

Tuesday, May 20
8:00 a.m. – 10:00 a.m.
Breakfast Table Topics

TT01 ADR: A Comparative Study of EU Member States

Vanessa Bouchara, *Bouchara & Associates (France)*

TT02 Ambushing Gold in Vancouver 2010: A Discussion of the Olympic and Paralympic Marks Act

Sheldon Burshstein, *Blakes, Cassels & Graydon (Canada)*

TT03 Anticounterfeiting Policies and Strategies in Asia

Ying Xu, *Wan Hui Da Intellectual Property Agency (China)*

TT04 Breaking Down Barriers in Branding: Linguistic and Cultural Differences in the East and West

Annette Freeman, *Spruson & Ferguson (Australia)*

TT05 Counterfeits in Europe: Update on EU Initiatives

Rebecca Delorey, *Gilbey de Haas - Advocates (France)*

TT06 Dispute Resolution: Thinking Outside the Box for Creative Settlements

John Nevard, *Inverness Medical Innovations LLC (United Kingdom)*

TT07 The EU Enforcement Directive: Effect on Damages and Cost Orders in Member States (In German)

Michael Schneider, *Meissner, Bolte & Partners (Germany)*

TT08 Flexible Employment of Professionals: Virtual Offices, Part-Time and Partnership Issues

Sherri Felt Dratfield, *PR Newswire Association LLC (United States)*

TT09 Geographic Designations of Origin

Mary Bleahene, *F.R. Kelly & Co. (Ireland)*

TT10 Gripe Sites and Free Speech Issues on the Internet

Alexandra Nicholson, *Davis Wright Tremaine LLP (United States)*

TT11 In-House Challenges: How to Maximize Trademark Protection on a Shoestring Budget

Christy Hurley, *Expedia, Inc. (United States)*

TT12 Legality of Seizure Orders and Voluntary Surrender: Does John Doe Have Rights?

Jeffrey Laytin, *Sullivan & Worcester LLP (United States)*

TT13 What WIPO Does to Develop International Laws and Standards for Trademarks (WIPO)

Marcus Höpferger, *World Intellectual Property Organization (WIPO) (Switzerland)*

TT14 Overview of Community Design Invalidity Cases: An Office for Harmonization in the Internal Market (OHIM) Overview

Pedro Rodinger, *Office for Harmonization in the Internal Market (OHIM) (Spain)*

TT15 Registering and Protecting Nontraditional Trademarks in Asia-Pacific

Daniel Greif, *The Coca-Cola Export Corporation Limited (Hong Kong, SAR)*

TT16 Second Life: Trademark Infringement in Virtual Worlds

Mark Holah, *Field Fisher Waterhouse (United Kingdom)*

TT17 Teamwork: The Trademark Administrator Perspective of How Attorneys can Maximize Their Role

Julie Anita Davies, *White & Case LLP (United Kingdom)*

TT18 Trademark Issues in the Middle East

Sara Holder, *Rouse & Co. International (United Arab Emirates)*

TT19 What Clients Want From Their Outside Firms

David Murray, *FIFA Marketing & TV AG (Switzerland)*

TT20 Yours, Mine and Ours: Co-Branding of Famous Marks

Terri Frank, *Weight Watchers International, Inc. (United States)*

Tuesday, May 20
1:15 p.m. – 3:15 p.m.
Luncheon Table Topics

TT50 “The Big Game” of Ambush Marketing

Kelly C. Maser, *United States Olympic Committee (United States)*

TT51 Boundaries of Personality: Publicity Rights in the U.S.

Speaker to be announced

TT52 Career Alternatives: Is the Grass Really Greener? And Where?

Speaker to be announced

TT53 Choosing Between U.S. Federal Court and TTAB for Trademark Disputes

Robert L. Raskopf, *Quinn, Emanuel, Urquart, Oliver & Hedges LLP (United States)*

TT54 Copyrights and Trademarks in the United States

David Donahue, *Fross Zelnick Lehrman & Zissu, P.C. (United States)*

TT55 Effective Anticounterfeiting Enforcement Strategies in the United States and Canada

Vanessa Backman, *adidas International, Inc. (United States)*

TT56 The European Court of Justice: Recent Decisions (In German)

Reinhard Ingerl, *Lorenz, Seidler, Gossel & Partners (Germany)*

TT57 Internet Search Engines: Keywords, Metatags, Spyware and More: The European Perspective

Sophie Pradere, *Yahoo! Europe Inc. (United Kingdom)*

TT58 Meet a United States Patent and Trademark Office (USPTO) Representative: Advancements in the USPTO Online Services

Craig Morris, *United States Patent and Trademark Office (USPTO) (United States)*

TT59 Parallel Imports in Canada: Can Copyright be used Defensively to Block Imports?

John C. Cotter, *Osler, Hoskin & Harcourt LLP (Canada)*

TT60 Parallel Imports Into and Within the European Union: Latest Developments

Arty Rajendra, *Rouse & Co. International (United Kingdom)*

TT61 Practical Tips on Classification of Goods and Services in Asia and Comparison with International Classification

Louis Chan, *Intellectual Property Office of Singapore (Singapore)*

TT62 Recent Developments in CTM Practice: Office for Harmonization in the Internal Market (OHIM)

Vincent O'Reilly, *Office for Harmonization in the Internal Market (OHIM) (Spain)*

TT63 Settlement Payments to Recover Trademark Rights

Rick McMurtry, *Turner Broadcasting System, Inc. (United States)*

TT64 Speaking in Tongues: Translations and Transliterations

Elizabeth Bilus, *PepsiCo Inc. (United States)*

TT65 Trademark Adoption, Protection and Use: An In-House Counsel's Perspective

Thomas H. Prochnow, *NHL Enterprises, L.P. (United States)*

TT66 Traditional and Indigenous Rights: Does New Zealand Lead the Way?

Lynell Tuffery, *A J Park (New Zealand)*

TT67 User-Generated Internet Content: Should You Enforce or License Copyright and Trademark Rights?

To be announced

TT68 The Madrid Protocol: An Overview from WIPO

Alan Datri, *World Intellectual Property Organization (WIPO) (Switzerland)*

TT69 When is Use "Fair Use" and When Is Use Sufficient to Sustain a CTM Registration in the European Union?

Georg Schoenherr, *Schwarz Schönherr Rechtsanwälte (Austria)*

Wednesday, May 21
8:00 a.m. – 10:00 a.m.
Breakfast Table Topics

TW01 Beijing Olympics 2008: Sponsorship Issues for Brand Owners

Edward T. Colbert, *Kenyon & Kenyon LLP (United States)*

TW02 Canada's Health Protection Branch's Review and Refusal of Pharmaceutical Trademarks Outside of Trademark Office Procedure

Jennifer McKenzie, *Bereskin & Parr (Canada)*

TW03 Counterfeits in Europe: Update on EU Initiatives (In French)

Rebecca Delorey, *Gilbey de Haas – Advocates (France)*

TW04 Culture Shock: How to Choose and Work Effectively with Foreign Clients or Professionals

Kevin R. Brown, *Nike Inc. (United States)*

TW05 Current Critical Issues for Trademark Administrators

Mary Katherine Morgan Merlino, *Cozen O'Connor (United States)*

TW06 EU Community Design Protection: Case Law Update (In German)

Henning Hartwig, *Bardehle Pagenberg Dost Altenburg Geissler (Germany)*

TW07 Giving Diligence Its Due: Explaining Full Disclosure

Jacqueline Lesser, *QVC, Inc. (United States)*

TW08 Hi-Tech Developments in Anticounterfeiting Security: Radio Frequency ID

Angelo E.P. Mazza, *Gibney Anthony & Flaherty, LLP (United States)*

TW09 In-House Challenge: How to Educate the Marketing and Sales Departments about Trademark Issues

Mark A. Hopkinson, *Peak Innovations, Inc. (Canada)*

TW10 Internet Search Engines: Keywords, Metatags, Spyware and More

Laura Covington, *Yahoo!, Inc. (United States)*

TW11 Internet Hot Topic: Changes to the "Whois" System and Other Hot Issues

Kristina Rosette, *Covington & Burling LLP (United States)*

TW12 Know Your Limits: How Much is Enough in a Global Search?

Mitch Milstein, *Quiksilver, Inc. (United States)*

TW13 Madrid Protocol in Latin American Countries: Is it Economically Viable? (In Spanish)

Oscar Bacot, *Bacot & Bacot (Uruguay)*

TW14 Office for Harmonization in the Internal Market (OHIM) Web Services

Etienne Sanz de Acedo, *Office for Harmonization in the Internal Market (OHIM) (Spain)*

TW15 Product Placement: Advertising on the Big Screen

Lueder Fromm, *Daimler AG (Germany)*

TW16 Pros and Cons of Registering a Trademark as a European Registered Community Design

Johan Løje, *Sandel, Løje & Wallberg (Denmark)*

TW17 Regulatory and Documentation Issues in Asia

James Pate, *Satyapon & Partners Limited (Thailand)*

TW18 Trade Dress Issues in Latin American Countries

Roberto Arochi, *Arochi, Marroquin & Lindner S.C. (Mexico)*

TW19 U.S. Protection of Product Configuration via Trade Dress and Design Patent Law

Amy L. Brosius, *Fish & Richardson P.C. (United States)*

TW20 Why Mediate Rather than Litigate?

Gervas W. Wall, *Deeth Williams Wall LLP (Canada)*

**Wednesday, May 21
1:15 p.m. – 3:15 p.m.
Luncheon Table Topics**

TW50 Advertising Reviews and Clearances

Sara Edelman, *Davis & Gilbert LLP (United States)*

TW51 Customs Agencies and Border Measures in Latin America

Fernando Triana, *Triana, Uribe & Michelsen (Colombia)*

TW52 Domain Name Registrations in the Different Alphabets of the World

Aaron E. Kornblum, *(United States)*

TW53 Is it a level playing field? Interim relief in the European Union member states

Alan Bryson, *Wilberforce Chambers (United Kingdom)*

TW54 European Union Community Design Protection: Case Law Update

David Musker, *R.G.C. Jenkins Co. (United Kingdom)*

TW55 False Pretenses: The Ethics of Pretext Investigations

Russell Winston Jacobs, *Hughes Hubbard & Reed LLP (United States)*

TW56 Filing Strategies in Africa for Western-Based Companies

Chinyere Anayo Okorochoa, *Jackson, Etti, Edu & Co. (Nigeria)*

TW57 How Exhaustive is Exhaustion of Rights in Asia?

Jay Young-June Yang, *Kim & Chang (South Korea)*

TW58 Importance of Local Language Trademarks, Company Names and Domain

Names in Asia

Na Li, *Zhongzi Law Office (China, PRC)*

TW59 Litigating Famous and Well-Known Marks: What Evidence is Required in Europe?

Speaker to be announced

TW60 Managing the Global Trademark Portfolio

Kristin Alberse, *National Geographic (United States)*

TW61 Metrics: How to Show the Value of your Trademark Group to Your Company

Erin S. Hennessy, *Time Warner, Inc. (United States)*

TW62 Popularity and Development of Trademark ADR in Asia

Edward Kelly, *Tilleke & Gibbins International Ltd. (Thailand)*

TW63 Restrictions in European Trademark Licensing – Antitrust Issues and More

Simon Chalkley, *Redd Solicitors LLP (United Kingdom)*

TW64 State Registrations and Common Law Hits in US Clearance Analysis

Stacey Johnson, *Ballard Spahr Andrews & Ingersoll, LLP (United States)*

TW65 Three Dimensional Marks in the European Union

Susie P. Arnesen, *Sandel, Løje & Wallberg (Denmark)*

TW66 Trademark Enforcement Strategies in Latin America

Enrique Caverio, *Procter & Gamble Latin America (Venezuela)*

TW67 U.S. Trademark Basics for Non-U.S. Practitioners

Marty J. Beran, *Ostrolenk, Faber, Gerb & Soffen LLP (United States)*

TW68 The U.S. Trademark Dilution Revision Act: Has It Been an Effective Solution for Dilution?

James H. Johnson, Jr., *Sutherland, Asbill & Brennan LLP (United States)*

TW69 Why You Need a Trademark in Germany Even When You Have German Trade Name Rights

Hermann Lindhorst, *CMS Hasche Sigle (Germany)*

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Trademarks and Advertising: Fair Use and Parody

Gielen, Charles

Freedom of Expression and Unfair Competition: An International Academic Perspective on the Boundaries of Fair Use

Gill, David

Sport Sponsorship: Ambushes and Other Perils

Graca, Aranha Jose

Latin America and the Madrid Protocol – an Ending Story?

Greene, Jeffrey

Trademarks, Patents and Copyrights: Understanding the Interplay

Groebli, Marc

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Gulia, Gregory

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Haigh, David Indigenous

Rights Reconciled with Trademark Rights: Boutique Interests in a Macro Market

Harmeling, Hub J.

Workshop on Genuine Use Requirements in the European Union

Heathcote, Marion

Indigenous Rights Reconciled with Trademark Rights: Boutique Interests in a Macro Market

Henrique O. do Amaral, Luiz

Geographical Indications and Developing Countries

Hurley, Christy

Trademarks and Advertising: Fair Use and Parody

J

Jin, Nee Wong

Southeast Asia: Harmonization and Emerging Issues in Trademark Law

Job, Chris

Enforcement in Africa as Trade Barriers Ease

Johnson, Teresa L.

An Ethical Odd Couple? Trademarks and Bankruptcy

K

Khan, Farrukh I.

Middle East: Brand Protection in Difficult Times

Klos, Sven

Effective Global Branding: Crossing Cultural and Economic Borders

Kruse, Paul

Sarbanes–Oxley—It’s No Longer Just for Corporate Lawyers: Financial Services Breakout

Kubota, Eiichiro

Parallel Imports: Navigating the Currents of Multi–National Enforcement

L

Lam, Horace

Pulling Down Barriers to Entry: Spotlight on the People's Republic of China

Lance IV, Edward G.

Universal Efforts to Combat Counterfeiting

Leimer, Jacqueline A.

The Intersection of Trademark Law and Economics: Successfully Managing Monetary Claims in Infringement Cases

Levy, Ira Jay

Trademarks, Patents and Copyrights: Understanding the Interplay

Linville-Neal, Dorothy

Pharmaceuticals Industry Breakout: Clearance in a Regulatory Industry

Lippert, Nels T.

Trademarks, Patents and Copyrights: Understanding the Interplay

Longauer, Leo

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MacDonald, Morag

Forum Shopping in the EU – Where to Enforce My Trademark Rights?

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Charters CTM: The Charm – and the Crux – of Pan-European Protection

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Machado, Eduardo M.

Resolving Disputes with ADR

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Maeyaert, Paul

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McGrady, Paul

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Nahm, Ho-Hyun

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Nedeltscheff, Olga M.

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Ogunkeye, Obatosin

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Ohly, Ansgar

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Pardo, Damaso A.

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Parker, Lloyd

Parallel Imports: Navigating the Currents of Multi-National Enforcement

Pharaon, Samer A.

Middle East: Brand Protection in Difficult Times

Philips, Jerry

Pharmaceuticals Industry Breakout: Clearance in a Regulatory Industry

Phillips, Jeremy

Europe: Possible Threats Arising from Dormant Marks

Pinzow-Naidoff, Jane

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Pire, Jean

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Proctor, Bruce

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Ramage, Maggie

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Rangel-Ortiz, Horacio

Freedom of Expression and Unfair Competition: An International Academic Perspective on the Boundaries of Fair Use

Rawlinson, Paul

Effective Global Branding: Crossing Cultural and Economic Borders

Resnick, Alan N.

An Ethical Odd Couple? Trademarks and Bankruptcy

Rickelman, Kay

Enforcement in Africa as Trade Barriers Ease

Ritscher, Michael

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Sams, J. David

“Fraud at the PTO”: A Barrier to the U.S. Market?

Schafer, Simone

Forum Shopping in the EU – Where to Enforce My Trademark Rights?

Schönbohm, Julia

Potholes in the Road to Global Marketing and Advertising: Alcohol Industry Breakout

Schulz, Claudia Christina

Latin America and the Madrid Protocol – an Ending Story?

See, Jo–Ann

Southeast Asia: Harmonization and Emerging Issues in Trademark Law

Singh, Prathiba Maninder

Universal Efforts to Combat Counterfeiting

Sorini, Marc

Potholes in the Road to Global Marketing and Advertising: Alcohol Industry Breakout

Springut, Milton

Trademarks, Patents and Copyrights: Understanding the Interplay

Stern, Stephen Marcus

Parallel Imports: Navigating the Currents of Multi–National Enforcement

Stolz, Ekkehard

Europe: Possible Threats Arising from Dormant Marks

Stone, David

Ethics for the Trademark Professional

Sullivan, Barbara

Indigenous Rights Reconciled with Trademark Rights: Boutique Interests in a Macro Market

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Tate, Carolyn

Cross–Border Labeling and Related Requirements: Consumer Products Industry Breakout

Tschura, Gerald T.

Freedom of Expression and Unfair Competition: An International Academic Perspective on the Boundaries of Fair Use

Tsoi, Annie Siu Ting

Pulling Down Barriers to Entry: Spotlight on the People’s Republic of China

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Urrutia, Ninoshka

Latin America and the Madrid Protocol – an Ending Story?

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Velasco, Rodrigo

Geographical Indications and Developing Countries

Verlinden, Isabel

Taxes and Trademarks: Structuring Global IP Ownership

Vogt, Susan

Cross–Border Labeling and Related Requirements: Consumer Products Industry Breakout

Volken, Bernard

Similarity in a Global Context

von Bomhard, Verena

Europe: Possible Threats Arising from Dormant Marks

von Muhlendahl, Alexander

The Charm – and the Crux – of Pan-European Protection

Vos, Gregor

The Charm – and the Crux – of Pan-European Protection

W

Walden, Cynthia Johnson

“Fraud at the PTO”: A Barrier to the U.S. Market?

Walsh, Paul

Potholes in the Road to Global Marketing and Advertising: Alcohol Industry Breakout

Warncke, Nettaya

Southeast Asia: Harmonization and Emerging Issues in Trademark Law

Weinstein, Jordan S.

Annual Review of U.S. Federal Case Law and TTAB Developments

Wheelock, Bryan K.

Ethics for the Trademark Professional

Wild, Peter

A Tale of Two Trademarks: Trademark Protection in Common Law and Civil Law Systems

Woods, Christopher

Pulling Down Barriers to Entry: Spotlight on the People’s Republic of China

EXHIBITION HALL

INTA's 130th Annual Meeting in Berlin is expected to host more than 7,000 trademark professionals from around the world, providing a unique opportunity for buyers and sellers of trademark-related products and services to connect with one another. Don't forget to visit the INTA Exhibit, where INTA Staff are available to help you learn more about the Association and its many benefits and services, and INTA's Anticounterfeiting Exhibit, which features examples of counterfeit products and anticounterfeiting campaigns, descriptions of INTA activities against counterfeiting, and presentations from INTA members.

QUICK LINKS

[Exhibition Opportunities](#)

[Exhibitor Profiles](#)

[Exhibit Pricing](#)

[Sponsorship Opportunities](#)

[Sponsorship Pricing](#)

[Rules Governing Exhibition](#)

[INTA Exhibit](#)

[Anticounterfeiting Exhibit](#)

EXHIBITION HALL HOURS

Sunday, May 18
12:00 p.m. – 4:00 p.m.

Monday, May 19
9:00 a.m. – 4:00 p.m.

Tuesday, May 20
9:00 a.m. – 4:00 p.m.

Wednesday, May 21
10:00 a.m. – 2:00 p.m.

EXHIBITION HALL

EXHIBITION OPPORTUNITIES

Secure your spot in the 130th INTA's Annual Meeting Exhibition Hall. The Annual Meeting is the single most important event on every trademark professional's calendar. The Exhibition Hall is one of the most valuable ways to reach the thousands of participants that attend the Annual Meeting.

EXHIBIT BOOTH ONLINE APPLICATION

[Click here](#) for the exhibit booth online application.

Booth Assignment Policy

Once you have submitted your application, Paula Lee, INTA's Exhibits & Sponsorship Planner, will draw names to determine the order in which Exhibitors will be contacted. The names will be drawn from three categories based on the number of years exhibiting at the Annual Meeting: 10+ years, 6 -10 years and 0 - 5 years.

Once the call order has been established, the Exhibits & Sponsorship Planner will contact you, show you the floor plan and advise you on your possible spaces per your application specifications. Please note you will have a 3-day deadline to make your choice of final booth placement.

IMPORTANT DATES

January 7, 2008	Exhibition Space Application Deadline
January 18, 2008	Lottery Drawing for call order
January 31, 2008	Begin to contact exhibitors based on the call order

EXHIBITOR BENEFITS

Pre-Event

- Recognition as a meeting exhibitor in the online 130th Annual Meeting Brochure with a link to your organization’s website.

At the Event

- Exhibitor profile and product description in the printed Annual Meeting Final Program distributed to all conference attendees onsite
- One Exhibitor Inclusive registration – includes all educational and social functions
- Two Exhibitor Only registrations – Exhibition Hall only
- Up to two additional Exhibitor Reduced registrations are available to exhibitors at the cost of US \$ 540.00 + 19% Value Added Tax (VAT) = Total Cost \$ 643.00 each (includes all educational and social functions). Additional registrations will be charged at the full fee.

EXHIBITION HALL LOCATION

The exhibits will be held in Hall 17 of the Internationales Congress Centrum ICC Berlin. Meeting registration, educational sessions, the E-Access Pavilion, and table topics will also be held in the ICC Berlin.

Exhibit Hall: Hall 17
 Venue Postal address: Messedamm 22
 D-14055 Berlin Internationales Congress Centrum ICC

EXHIBIT HALL SCHEDULE

Sunday, May 18	12:00 p.m.- 4:00 p.m.
Monday, May 19	9:00 a.m. - 4:00 p.m.
Tuesday, May 20	9:00 a.m. - 4:00 p.m.
Wednesday, May 21	10:00 a.m - 2:00 p.m.

EXHIBIT INSTALLATION/ MOVE-IN

Friday, May 16	8:00 a.m - 5:00 p.m.
Saturday, May 17	8:00 a.m - 5:00 p.m

EXHIBIT DISMANTLE/ MOVE-OUT

Wednesday, May 21	2:00 p.m.- TBD
Thursday, May 22	8:00 a.m. - 12:00 p.m.

EXHIBITION SPACE SIZES AND COSTS

Member Pricing and Non-Member Pricing listed

Premium Booth Positions

Some exhibition spaces have been designated as premium position because of the desirability of their location.

[Click here](#) for the pricing of the Exhibit Booth

EXHIBIT BOOTH HEIGHT RESTRICTIONS

- Island Booths: 16 meters
- Inline Booths: 8 meters

EXHIBIT BOOTH PACKAGE

The booth package does not provide for walls, booth carpet, furniture, tables, chairs, electricity, floral, telephone, plumbing or specialty lighting. These items are available for rental through Freeman.

This show is considered a “hard wall” show. Pipe and drape booths will not be permitted. Booth carpeting and a “hard wall backdrop” are mandatory. Please refer to the [“RULES AND REGULATIONS”](#) for further details.

INTA Show Management defines hard wall as any solid display backdrop totally masking the entire rear of the booth. Standard convention type drape is not considered a “hard wall”.

PAST EXHIBITORS FROM 2007 ANNUAL MEETING

[Click here](#) for a list of past exhibitors from the 2007 Annual Meeting

EXHIBITOR DIRECTORY LISTING

Fully paid exhibitors will be able to submit their 2008 Company Directory Listing for inclusion in the Final Program and Attendee Directory.

GENERAL SERVICE CONTRACTOR

Freeman is the official general service contractor for the installation and dismantling of the 130th INTA Annual Meeting Exhibition. Freeman will **email** an exhibitor’s packet to all exhibitors in advance of the meeting containing order forms and additional information about services offered by Freeman.

Charges for all services provided by Freeman to exhibitors will be payable to Freeman by the exhibitor. INTA recommends that exhibitors place their orders with Freeman in advance of the Annual Meeting, as orders received without payment and/or after the

deadline date included in the exhibitor's packet will be charged an additional 30 percent over prices indicated.

EXHIBITOR KIT

The exhibitor kit will not be available until the end of February 2008.

If you have any questions or if you require anything further, please contact Paula Lee at plee@inta.org or + 1-212-642-1721. Thank you for your participation.

Return to [Exhibition Hall](#)

EXHIBITOR PROFILES

With so much to do at the Annual Meeting, your trip to the Exhibition Hall could easily be overlooked. But then your Annual Meeting experience would not be complete. With more than 80 organizations to visit, there is every type of service provider an intellectual property professional could need. (And probably some you didn't even know you needed!)

Take advantage of the opportunity to find providers of the following services:

- National IP Offices
- Barristers & Attorneys
- Legal Publishers
- Translation and Interpretation Services
- Online Trademark and Logo Design Services
- Naming & Trademark Consultants
- Investigations & Litigation Support
- Trademark Management & Docketing Software
- Patent Management Systems and Patent Annuity Services
- Domain Name Management
- Anticounterfeiting & Antidiversion Systems
- Risk Management & Business Security Consultancies
- Intellectual Property Asset Management Companies
- Online Information Services and Solutions
- Trademark Searching, Watching and Renewal Services
- And more!

EXHIBITION HALL

SPONSORSHIP OPPORTUNITIES

Platinum Level Sponsor

	Exclusive	Non-Exclusive
Keycard Holder Sponsor	\$ 50,000	\$ 27,000
Gala Reception Sponsor	\$ 50,000	\$ 27,000
E-Access Pavilion Sponsor	\$ 50,000	\$ 27,000
Tote Bag Sponsor	\$ 50,000 – Reserved	-----
City Map Sponsor	\$ 40,000 – Reserved	-----

- Recognition as a Platinum Sponsor in the printed final program and on the INTA Website
- Two (2) Full Registration
- One (1) Full page black and white advert in the final program
- One piece collateral or giveaway in the tote bags
- One (1) Hospitality suite for 10 people (F&B on own)
- Hyperlink of your website on the INTA Website
- Logo recognition on signage at registration
- Company logo listed on walk-in session PowerPoint slides
- One-time use of the attendee mailing list (pre and post registration). Mailing list includes attendee name, company name and mailing address.
- Sponsor Ribbons for all attendees from the firm
- Recognition as the conference's Platinum Sponsor in the INTA Bulletin and all pre and post event email to attendees

Gold Level Sponsor

	Exclusive	Non-Exclusive
Conference Note Pad Sponsor	\$ 20,000	\$ 12,000
Lanyard Sponsor	\$ 20,000 – Reserved	-----
Water Bottle Sponsor (Monday)	\$ 20,000	\$ 12,000

Water Bottle Sponsor (Tuesday)	\$ 20,000	\$ 12,000
Table Topic Lunch Sponsor (Monday)	\$ 15,000	\$ 8,000
Table Topic Lunch Sponsor (Tuesday)	\$ 15,000	\$ 8,000
Table Topic Breakfast Sponsor (Monday)	\$ 15,000	\$ 8,000
Table Topic Breakfast Sponsor (Tuesday)	\$ 15,000	\$ 8,000

- Recognition as a Gold Sponsor in the printed final program and on the INTA Website
- One (1) Free Registration
- Hyperlink of your website on the INTA Website
- Logo recognition on signage at registration
- Company logo listed on walk-in session PowerPoint slides
- One-time use of the attendee mailing list (pre and post registration). Mailing list includes attendee name, company name and mailing address.
- Sponsor Ribbons for all attendees from the firm
- Recognition as the conference's Gold Sponsor in the INTA Bulletin and all pre and post event email to attendees

Bronze Level Sponsor

	Exclusive
Candy Sponsor	\$ 5,000
Receptacle Wraps	\$ 7,000
Hospitality Sponsor (Sunday)	\$ 3,500 – Reserved
Hospitality Sponsor (Monday)	\$ 7,000 – Reserved
Hospitality Sponsor (Tuesday)	\$ 7,000 – Reserved
Hospitality Sponsor (Wednesday)	\$ 4,000
Massage Station	\$ 10,000
Column Wraps	\$ 10,000

- Recognition as a Bronze Sponsor in the printed final program and on the INTA Website
- Logo recognition on signage at registration
- Company logo listed on walk-in session PowerPoint slides
- One-time use of the attendee mailing list (pre or post registration). Includes attendee name, company name and mailing address.

- Sponsor Ribbons for all attendees from the firm
- Recognition as the conference's Bronze Sponsor in the INTA Bulletin and all pre and post event email to attendees

TMA Sponsorship

	Exclusive	Non-Exclusive
TMA Brunch	\$ 15,000	\$ 8,000

- Recognition as the TMA Brunch Sponsor in the printed final program and on the INTA Website
- Logo recognition on signage at registration
- One-time use of the attendee mailing list (pre or post registration). Includes attendee name, company name and mailing address.

For more information about sponsorship opportunities, please contact [Paula Lee](#) at +1-212-642-1721.

[Return to Exhibition Hall](#)

INTA EXHIBIT

The INTA Exhibit is the place to learn about INTA at the Annual Meeting, whether you are a longtime member or this is your first INTA Annual Meeting. INTA staff and volunteers are there to help you learn how to take advantage of everything INTA has to offer, such as:

- Information – including exclusive online content covering international trademark issues
- Accredited programs – held around the world that allow you to meet with colleagues and stay current on trademark topics
- Leadership opportunities – including serving on an INTA committee
- INTA website – the one place for all trademark information in a user-friendly format
- Recent INTA public policy initiatives and activities

Be sure to stop by the INTA Exhibit to pick up your Annual Meeting commemorative pin!

ANTICOUNTERFEITING EXHIBIT

Visit INTA's informational exhibit focusing on anticounterfeiting issues while you are at the Annual Meeting.

The exhibit will feature examples of counterfeit products, accounts of raids on counterfeiting operations, video segments from the anticounterfeiting campaigns of INTA members, and descriptions of INTA activities and policy on anticounterfeiting. Additionally, several INTA members will speak about their companies' experiences with anticounterfeiting.

Take advantage of the opportunity to:

- Observe genuine and counterfeit goods side by side
- Listen to brand owners speak about anticounterfeiting
- Explore the nature of anticounterfeiting through audiovisual and Microsoft PowerPoint® presentations

To improve your traveling experience, this section provides information on air and ground transportation and visas. Please review this information, and contact us at meetings@inta.org if you have any questions.

QUICK LINKS

- [Transportation](#)
- [Visas](#)
- [Value Added Tax \(VAT\) and Finances](#)

HELPFUL LINKS

Below are a few websites to learn more about Berlin. Please note that these sites are not endorsed or supported by INTA.

- [Current time and weather in Berlin](#)
- [Berlin Tourist Information](#)
- [Berlin Public Transportation Information](#)
- [Wikitravel Information on Berlin](#)
- [Lonely Planet Guide to Berlin](#)
- ICC Berlin Information [in English](#) and [in German](#)
- [Babelfish Language Translator](#)
- [A View On Cities' Berlin Cultural Attractions](#)
- [Virtual Tourist Food and Dri](#)

TRANSPORTATION

General Transportation

INTA attendees will use Berlin's ample and efficient mass transit system in 2008. Your 130th Annual Meeting official badge will be your transportation ticket to explore the city, not just back and forth to the ICC Berlin. Your badge will give you free access to mass transit as many times as you wish during the meeting dates (May 17 – 21), day or night. Badges should be on your person and shown if asked by transit officers. A transit map is [located here](#). Persons who have registered by April 25, 2008 will receive their credentials by mail, which among other things will include your badge (without badge holder) and a city map of Berlin. Please use this badge as your free ticket for the public transport system.

TRANSIT TICKETS NEED NOT BE PURCHASED AT ANY TIME. THIS SERVICE WILL BE PROVIDED TO ATTENDEES OF THE INTA ANNUAL MEETING AT NO ADDITIONAL COST.

HOWEVER, YOU WILL NEED TO CARRY YOUR BADGE ON THE TRANSIT SYSTEM AT ALL TIMES. IF YOU DO NOT HAVE YOUR BADGE OR A VALID TRANSIT TICKET, YOU MAY RECEIVE A € 40 FINE IMPOSED BY BERLIN'S TRANSIT AUTHORITY.

If you would like to arrange private transportation, please contact cguenzl@cpo-hanser.de

Public Transportation

Berlin does not have a central station from which trains to all regional destinations depart. Instead, there are a number of main stations, each of which serves different lines. Berlin has one of the world's most advanced transport systems. It is served by an attractive, extensive, comprehensive and interlinked network of buses, trains, trams and ferries. The Berlin transport authority (BVG) operates the bus, underground (U-Bahn), suburban railway (S-Bahn) and tram network. These, as well as the ferry services on the lakes, are all part of the same three-zone tariff system.

There are 9 underground, 15 suburban railway lines, about 150 bus lines and 28 tram lines operating in the German capital. Suburban and underground trains begin operating at about 5:00 a.m. and continue running until about 12:30 a.m. Many buses and some underground trains and the main suburban railway lines offer a night-time service. On weekends, there is a round-the-clock service on many trains. There are direct bus, underground (U-Bahn) and / or suburban railway (S-Bahn) connections from all the major hotels.

Airport / Hotel Transportation

Berlin's three airports, Tegel (TXL), Schönefeld (SXF) and Tempelhof (THF), have flight connections to all gateways in the world.

-----**Berlin Tegel Airport** is located in the northwest, just a few miles from the city center (15 – 25 minutes driving time). Most international and domestic flights take off and land here. Fares to downtown Berlin from Tegel Airport cost around US \$ 25 (€ 15 and € 17) and buses cost US \$ 4 (€ 3). From Tegel Airport, the city bus #109 operates every 10 minutes and takes 20 – 30 minutes to reach downtown Berlin. All transportation price quotes are approximate.

Following are some airlines housed within the Berlin Tegel Airport:

[Air Berlin](#) (+49-0-1805-73-7800)
[Air France](#) (+49-0-1805-83-0830)
[Air Malta](#) (+49-0-69-920-3522)
Air One (+49-0-1805-4085-8554)
[Alitalia](#) (+49-0-30-4101-2650)
[Atlas Jet International Airways](#)
[Austrian Airlines](#) (+49-0-1803-00-0520)
BA Connect (+49-0-1805-26-6522)
[Blue1](#) (+49-0-1805-11-7002)
[British Airways](#) (+49-0-1805-26-6522)
[Cimber Air A/S](#)
Clickair (+1-800-2542-5247)
[Condor](#) (+49-0-1805-76-7757)
[Continental Airlines](#) (+49-0-1803-21-2610)
[Croatia Airlines](#) (+49-0-30-4101-3628)
[CSA](#) (via LCC) (+49-0-1803-92-0035)
[DBA](#) (+49-0-900-110-0322)
[Delta Airlines](#) (+49-0-1803-33-7880)
[Estonian Air](#) (+49-0-6105-20-6070)
[Eurowings](#)
[FinnAir](#) (via BA) (+49-0-1803-34-6624)
flyLAL (+49-0-30-4104-2649)
[FreeBird Airlines](#) (+49-0-30-301-0400)
[Germania](#) (+49-0-1805-73-7100)
[Germania Express](#) (+49-0-1805-73-7100)
[Hamburg International](#) (+49-0-30-6349-7641)
Hapagfly (+49-0-1805-75-7510)
[Hapag-Lloyd Express](#) (+49-0-900-109-9595)
[Iberia](#) (+49-0-1805-44-2900)
[Interairlines](#)
[Iran Air](#) (via LCC) (+49-0-69-25-6006)

-----**Berlin Schönefeld Airport** is located on the southeast border of the city (30 – 35 minutes driving time to the city center). It services mainly east and southeast European

destinations as well as Asia and Africa. Taxis cost between US \$ 40 – US \$ 50 (€ 28 – € 35), buses cost US \$ 4 (€ 3) and the Metro costs US \$ 4 (€ 3). From Schönefeld Airport, there is a shuttle bus leaving every 10 – 15 minutes. The No. 9 S-Bahn arrives at Friedrichstrasse and takes 45 minutes. All transportation price quotes are approximate.

Following are some of the airlines housed within the Berlin Schönefeld Airport:

[Aer Lingus](#) (+49-0-1805-97-5900)
[Aeroflot](#) (+49-0-30-6091-5372)
[Air Cairo](#)
[Alisea Airlines](#)
[AMC Aviation](#)
[Atlas Jet International Airways](#)
[Balkan Bulgarian Airlines](#) (+49-0-30-251-4460)
[Belavia](#) (+49-0-30-6091-5660)
[BH Air](#)
[Condor](#) (+49-0-1805-76-7757)
[Croatia Airlines](#) (+49-0-30-4101-3628)
[Easyjet](#) (+49-0-900-110-0161)
[Egyptair](#) (+49-0-30-882-3319)
[El Al Israel Airlines](#) (+49-0-30-201-77-90)
[FreeBird Airlines](#) (+49-0-30-3010-400)
[Germania](#) (+49-0-1805-737-100)
[GermanWings](#) (+49-0-900-191-9100)
[Hemus Air/Bulgarian Aviation Company](#) (+49-0-30-2196-7777)
[Icelandair](#) (+49-0-69-29-9978)

-----**Berlin Tempelhof Airport** is located in a district just south of the city center (10 – 15 minutes driving time) and is used by smaller aircrafts, flying domestic and European routes. Taxis from Tempelhof cost around US \$ 17 (€ 12). All transportation price quotes are approximate.

Following are some of the airlines housed within the Berlin Tempelhof Airport:

[Cirrus Airlines](#) (+49-0-30-6951-3080)
[European Air Express](#)
[InterSky](#) (+49-0-30-6951-2686)
[SN Brussels Airlines](#) (+49-0-30-6951-3850)

Arriving by Train

Berlin is part of the Intercity-Network and can be reached from all directions by using the fast Intercity Express (ICE), Intercity (IC), Euro City (EC) and InterRegio trains. The two major train stations, Zoologischer Garten and Ostbahnhof, are connected to the local public transport system (BVG). For national and international tickets: www.deutschebahn.de and www.RailEurope.com

Arriving by Bus

Travel by bus, to or away from Germany / Berlin, could be a less expensive alternative to the train. The Central Bus Station (Zentraler Omnibusbahnhof ZOB) is located in West Berlin.

Transit bus companies you can use to travel to or from Berlin:

[Berlinien Bus](#) – English version available
Online booking possible.

Taxi Companies

Taxis are numerous and usually available at all times. Taxi stands can be found at all main stations and airports as well as outside KADEWE (the famous Berlin department store) and hotels. Although most Berlin taxi drivers speak English, it is not guaranteed. Taxi fares start at € 2.50 and € 1.53 per km. Approximate taxi ride fares from the airport to central Berlin: Tegel (€ 15 – € 17); Schönefeld (€ 28); Tempelhof (€ 12). There are more than 7,000 taxis in the city of Berlin.

Some taxi companies include:

Quality Taxi (+49-0-30-26-3000)
City-Funk (+49-0-30-21-0202)

Rental Car companies include:

[Avis Berlin](#)
[Robben & Wientje](#)
[Sixt](#)

Limousine companies include:

[Beverly Cars](#)
[Limos.com](#)

VISA INFORMATION

Everyone needs a passport to travel to Berlin except those people from European Countries that are members of the Schengen Agreement. To determine if you need a visa to enter Berlin, please check the German [Federal Foreign Office Visa regulations](#) or see the [list of countries and necessary forms](#).

You must be registered for the Annual Meeting to obtain a visa letter. While completing the Annual Meeting registration form, check the box next to “I am requesting a Visa Letter” under the “Other Information” section. Once your registration has been processed, a letter will be sent within five to seven business days. Learn more.

United States citizens can also visit the Department of State [website](#) for more details.

VALUE ADDED TAX (VAT) AND FINANCES

Refund Conditions

Value Added Tax (VAT) is a tax on consumer spending levied on most goods and services within European countries. Unlike sales tax, VAT is not always apparent because it is already included in the price or on an invoice.

The German VAT is 19% and applies to virtually every transaction in Germany.

Companies are entitled to a refund from the German Government for VAT paid on business expenses such as hotel accommodations, registration fees, taxis, car rentals, communication costs, exhibition costs and professional fees. The German government does not reimburse VAT paid on meals, which is not recoverable.

INTA has selected Meridian as the Official VAT reclaim supplier. Meridian offers full VAT recovery services. A representative will be available on only Monday and Tuesday at the Meridian booth in the Hospitality Area to assist with business related VAT reclaim.

Booth Hours are:

Monday 8:30 a.m. – 5:30 p.m.

Tuesday 8:30 a.m. – 5:30 p.m.

VAT Reclaim for Personal Expenses

In shops which are designated with the “Tax Free” shopping sign, the VAT can be reclaimed by visitors from outside the EU. In order to do so, you must fill out a tax-check at the time of purchase. At the airport your purchased items need to be taken to Customs clearance where the Customs official will provide a tax stamp which can be cashed at any of the airport banks in a variety of currencies.

Banking Service

The official currency in Germany is the Euro. It is recommended that foreign currencies be converted into Euros at German chartered banks, which are usually open from Monday to Friday from 9:00 a.m. to 8:00 p.m. Most post offices, train stations and airports offer exchange service. ATMs (cash point machines), which accept all major credit cards, can be found all over the city, as well as in the entrance lobby of the ICC Berlin.

Credit Cards

Most hotels and restaurants in Berlin accept major credit cards. It is recommended to always have some cash, a major credit card or traveler's checks with you.

HOTELS

INTA has reserved a large block of hotel rooms at discounted rates for attendees of the Annual Meeting. To obtain the special INTA rate, you must make your reservations through the INTA Housing Bureau by Friday, April 18, 2008 or until the supply runs out. Only hotel rooms booked through the INTA Housing Bureau will be listed in the print Final Program and Attendee Directory.

Download [Reservation Form](#) (.pdf)

IMPORTANT REMINDERS

- Only hotel rooms booked through the INTA Housing Bureau will be listed in the printed and online Attendee Directory.
- Please contact the Housing Bureau if you do not receive your confirmation within seven days of making your reservation.
- After Friday, April 18, 2008, cancellations and changes must be made directly with the hotel.

HOTELS

HOTELS AND RATES

Below is a list of hotels with which INTA has arranged special rates. For more information about the hotels' locations and distance from Convention Center, please visit [this website](#).

Hotel	Single room	Double room	Breakfast
Category L**** (Five-star Hotels)			
Dorint Sofitel Schweizerhof	€ 210.00	€ 230.00	€ 21.00
Jolly Hotel Vivaldi	€ 245.00	€ 270.00	included
Intercontinental Berlin (<i>Superior rooms</i>)	€ 207.00	€ 227.00	€ 24.00
Intercontinental Berlin (<i>Deluxe rooms</i>)	€ 232.00	€ 252.00	€ 24.00
Intercontinental Berlin (<i>Junior suites</i>)	€ 257.00	€ 277.00	€ 24.00
Kempinski	€ 220.00	€ 220.00	€ 25.00
Hotel Palace Berlin	€ 225.00	€ 250.00	€ 24.00
Hotel Adlon Kempinski Berlin (<i>Deluxe rooms</i>)	€ 290.00	€ 330.00	€ 36.00
Hotel Adlon Kempinski Berlin (<i>Junior suites</i>)	€ 590.00	€ 590.00	€ 36.00
Hotel Adlon Kempinski Berlin (<i>Executive suites</i>)	€ 790.00	€ 790.00	€ 36.00
Hotel Concorde Berlin	€ 255.00	€ 275.00	€ 23.00
Grand Hyatt Berlin	€ 265.00	€ 295.00	€ 29.00
Hilton Berlin	€ 229.00	€ 249.00	€ 23.00
Berlin Marriott Hotel	€ 230.00	€ 230.00	€ 24.00
Berlin Marriott Hotel (<i>Executive rooms</i>)	€ 280.00	€ 280.00	€ 24.00
Swissotel Berlin	€ 230.00	€ 230.00	€ 22.00
The Regent Berlin	€ 275.00	€ 310.00	€ 27.00
The Ritz Carlton Berlin	€ 250.00	€ 280.00	€ 29.00
The Westin Grand, Berlin	€ 230.00	€ 260.00	€ 27.00
Category A**** (Four-star Hotels)			
Hotel Alsterhof Berlin (<i>Business rooms</i>)	€ 195.00	€ 210.00	€ 12.00
Hotel Alsterhof Berlin (<i>Business class rooms</i>)	€ 179.00		€ 12.00

Hotel Alsterhof Berlin (First class rooms)	€ 220.00	€ 235.00	€ 12.00
Hecker's Hotel Berlin	€ 170.00	€ 190.00	€ 16.00
The Mandala Hotel	€ 205.00	€ 240.00	€ 23.00
Crowne Plaza Berlin City Centre	€ 225.00	€ 255.00	€ 18.00
Courtyard by Marriott Mitte	€ 199.00	€ 199.00	€ 17.00
Dorint Sofitel Gendarmenmarkt	€ 195.00	€ 215.00	€ 24.00
Lindner Hotel	€ 229.00	€ 239.00	€ 18.00
Maritim Stauffenbergstraße Berlin	€ 222.00	€ 242.00	€ 22.00
Maritim proArte	€ 215.00	€ 235.00	€ 20.00
Mövenpick Hotel Berlin	€ 195.00	€ 235.00	included
NH Berlin Mitte	€ 156.00	€ 156.00	€ 18.00
Radisson SAS Hotel, Berlin	€ 240.00	€ 240.00	€ 22.00
Sorat art'otel	€ 194.00	€ 216.00	included
Steigenberger Hotel Berlin	€ 210.00	€ 210.00	€ 22.00
Sorat Hotel Ambassador	€ 180.00	€ 200.00	included
Melia Berlin	€ 180.00	€ 200.00	included
Category B*** (Three-star Hotels)			
Hotel Berlin, Berlin	€ 195.00	€ 215.00	included
Hotel D.O.M.I.C.I.L. Berlin	€ 143.00	€ 184.00	included
Berlin Excelsior Hotel	€ 205.00	€ 235.00	included
Gold Inn Angleterre Hotel	€ 180.00	€ 200.00	included
Berlin Kanthotel	€ 210.00	€ 250.00	included
Hotel Kronprinz Berlin	€ 135.00	€ 175.00	included
Sylter Hof Berlin	€ 134.00	€ 184.00	included
NH-Hotel Berlin Kurfürstendamm	€ 129.00	€ 129.00	€ 18.00
Ku'Damm 101	€ 154.00	€ 184.00	included
Berlin Plaza Hotel	€ 130.00	€ 160.00	included
Golden Tulip Hotel Hamburg	€ 150.00	€ 180.00	included
Holiday Inn Berlin-Esplanade	€ 160.00	€ 180.00	included
Ramada Plaza Berlin	€ 199.00	€ 199.00	€ 18.00
Category C** (Two-star Hotels)			
Hotel Ibis Messe	€ 109.00	€ 129.00	€ 9.50
Neotel Senator	€ 145.00	€ 165.00	included



HOTELS

HOTEL POLICIES

INTA Housing Bureau

INTA has reserved a large block of hotel rooms at discounted rates for attendees of the Annual Meeting. To obtain the discounted rate, you must make your reservations through the INTA Housing Bureau by 5:00 p.m. U.S. Central Standard Time (CST) on Friday, April 18, 2008, or before the supply runs out. Only hotel rooms booked through the INTA Housing Bureau will be listed in the print and online Attendee Directory.

Hotel Preference

Reservations are assigned in the order received. An alternate hotel will be assigned if choices are unavailable. Reservations are processed on a first come, first served basis until 5:00 p.m. (U.S. CST), Friday, April 18, 2008. You **MUST** indicate preference, otherwise the Housing Bureau will assign a hotel if your first choice is sold out and other choices are not indicated. After Friday, April 18, 2008, convention rates may not apply and the Housing Bureau will assign rooms on space availability.

Reservations

Reservations are assigned on a first-come, first-served basis and according to room availability.

All reservations must be processed through the Housing Bureau. If you are sharing a room, send only one form (either online or mailed / faxed) with the names of all persons occupying the room. The Housing Bureau sends confirmations within 72 hours of processing your request.


All reservations require a valid credit card guarantee for EACH room requested. Credit cards must be valid through May 2008 to be considered a valid guarantee. Reservations will NOT be processed without a valid guarantee. Rates are per room per night and are subject to a 19 percent Value Added Tax (VAT). Failure to check in on your scheduled day of arrival or cancel your reservation as instructed on your confirmation will result in a penalty. This penalty may vary depending on the individual hotel. According to German law, the hotels reserve the right to charge the price up to the full stay.

Changes and Cancellations

Changes and cancellations prior to Friday, April 18, 2008 must go through the Housing Bureau Monday – Friday 8:00 a.m. – 5:00 p.m. (U.S. CST). **AFTER FRIDAY, APRIL 18, 2008, CANCELLATIONS AND CHANGES MUST BE MADE DIRECTLY WITH THE HOTEL.** (Please refer to individual hotel cancellation policies.)

Things to keep in mind:

- Requests for hotel rooms must be submitted in writing on a hotel reservation form.
- Hotels do not send out confirmations; the Housing Bureau does.
- All changes and cancellations will be processed by the Housing Bureau without penalty until Friday, February 1, 2008.
- For cancellations after February 1, 2008, according to German law, hotels have the right to charge a penalty which may be up to the full price of the booked room(s) if the room(s) is / are not re-sold. Housing Bureau and the hotels will try to re-sell the room(s).
- After Friday, April 18, 2008, the hotels will process all charges (e.g. no-show) and cancellations directly with the client.
- Please do not contact the hotels with any changes or cancellations until Friday, April 18, 2008, to allow them to accurately process all housing information.
- Please contact the Housing Bureau if you do not receive your confirmation within seven (7) days.



TOURS

INTA has arranged several tour packages to allow you to explore Berlin and make the most of your time in this historic city. Please click the links below for more information.

QUICK LINKS

- [Tour Packages](#)
- [Tour Policies](#)
- [How to Register for a Tour](#)

Questions about tours? Email cguenzl@cpo-hanser.de or visit <http://inta2008.globit.com>.

TOUR PACKAGES

Below is a list of the tours offered during INTA's 130th Annual Meeting. Prices are subject to change and each tour is based on availability. [Click here](#) to register for a tour.

HALF-DAY EXCURSIONS

City Sightseeing Tour of Berlin

Starting at the ICC, the tour will pass the Kurfürstendamm, one of Berlin's main boulevards, and the Philharmonic Hall, Federal Library and National Gallery. See the Reichstag (seat of the German parliament) which has been reconstructed with a new glass dome. Continue to the boulevard "Unter den Linden" passing the State Opera House, Humboldt University, the Museum of German History, the red brick City Hall and the Pergamon Museum. Brandenburg Gate and Bellevue Palace will also be highlights of the tour before returning to the ICC Berlin.

Price per person (includes 19% VAT): € 24

Duration: 3 hours / Minimum 30 persons

Berlin from the Spree Canals and City Sightseeing Tour

From the ICC Berlin, you will be taken to the Schlossbrücke pier which is located behind the famous Charlottenburg Palace, where you board a sightseeing boat. See Berlin from an unusual and fascinating perspective during this 80-minute cruise on the Spree River and the Landwehr Canal.

Highlights of the tour will be the Reichstag (seat of the German Parliament), Bellevue Palace, Museum Island, the Berlin Cathedral and the Palace of the Republic. After disembarking at the pier Jannowitzbrücke, the bus will take you back to the ICC Berlin.

Price per person (includes 19% VAT): € 38

Duration: 3 hours / Minimum 30 persons

Museum Island

The Museum Island ranks as one of the world's most significant museum complexes worldwide. You will visit the Pergamon Museum, whose magnificent collection includes the famous Pergamon Altar, the Ishtar Gate of ancient Babylonia, the gate of Milet and antique sculptures.

Afterwards your guide will walk you over to the Old National Gallery which houses 18th

and 19th century art with works by Gottfried Schadow, Edgar Degas, Max Liebermann, Lovis Corinth and many more.

The tour starts and ends at the ICC Berlin.

Price per person (includes 19% VAT): € 42

Duration: 4 hours / Minimum 30 persons

Jewish Berlin

The tour will start at the ICC Berlin from where you head out to “Spandauer Vorstadt” in the center of East Berlin around Hackescher Markt. Since it was built in 1866, the New Synagogue has been located here. It has always been the symbol of Jewish culture in Berlin. Since the 1890s, Jewish restaurants, cafés, institutions – cultural and educational – and a Jewish community have settled here.

The bus will pick you up at the New Synagogue and Centrum Judaicum and take you to the “shooting star” among Berlin’s museums – the Jewish Museum in Kreuzberg, designed by Daniel Libeskind. You will get an interesting insight into the history of the Jewish people. A tour of the museum will be arranged and afterwards you will return to the ICC Berlin.

Price per person (includes 19% VAT): € 38

Duration: 4 hours / Minimum 30 persons

Potsdam

Depart from the ICC to Potsdam, the city which best reflects the brilliance of Prussian history in many different periods. Visit one of the castles of Sanssouci and their beautiful garden. The whole complex was built as the summer residence for the Prussian royal family. Frederick the Great loved the small town of Potsdam and created the first summer palace there in the 18th century. Many other residences were built by his heirs in Potsdam until the beginning of 20th century.

A short bus tour through Potsdam, including the early 18th century settlement “Holland Quarter” and the Russian colony Alexandrovka will follow before returning to the ICC Berlin.

Price per person (includes 19% VAT): € 49

Duration: 5 hours / Minimum 30 persons

Walking Tour of the Eastern City Center

A bus will take you from the ICC Berlin to the Scheunenviertel. This district used to be out of the city’s border in the 16th century and many Jews and Russians settled there, building very narrow streets and houses with up to 8 courtyards. When the wall came down many artists moved to the district creating a vital atmosphere.

Continue with a walk to Museum Island, the German State Opera, the Gendarmenmarkt and Friedrichstraße. Your bus will pick you up here and take you to the ICC Berlin.

Price per person (includes 19% VAT): € 26

Duration: 3 hours / Minimum 30 persons

FULL-DAY EXCURSIONS

Potsdam

Depart to Potsdam, the city which best reflects the brilliance of Prussian history in many different periods. Visit one of the palaces of Sanssouci and their beautiful garden. The whole complex was built as a summer residence for the Prussian royal family. Meet "Frederick the Great" in his historical costume in front of the Palais Sanssouci, who will give you a short overview of Prussian history and the Prussian royal family.

Lunch at the Palace Cecilienhof or the Restaurant Mövenpick.

Visit Palace Cecilienhof, built between 1913 and 1917 in the style of an English country manor for the family of the Crown Prince. In 1945 the Potsdam Agreement was signed between the Allied Powers here.

Afterwards take a short bus tour through Potsdam. Pass the early 18th century settlement "Holland Quarter" with its colorful houses and the Russian colony "Alexandrovka."

Price per person includes lunch (includes 19% VAT): € 93

Duration: 7 hours / Minimum 30 persons

Dresden

Visit Dresden, the capital of the province of Saxony and also known as Elb-Florence due to its many museums and art treasures.

A walk through the old city will lead you past the Zwinger, the Semper Opera, the Palace, the Catholic Hofkirche (church of the court), the "Fürstenzug" and the Frauenkirche, recently opened again after more than 8 years of reconstruction. During lunch you will meet the "Countess of Cosel," maitresse of August the Strong, telling you about her eventful life in Saxony in the 18th century.

Visit the Green Vault at the Dresden Palace, the treasure house of the Saxon electors. Throughout the afternoon, you will have the opportunity to explore the city on your own before the bus returns to the ICC Berlin. Driving time to Dresden for one day is approximately 3 hours each way.

Price per person includes lunch (includes 19% VAT): € 100

Duration: 11 hours / Minimum 30 persons

Wittenberg on the Reformation's Trails

The tour takes you from the ICC Berlin to Wittenberg, the most important city related to the history of the reformer Martin Luther. During a visit of the Luther-Haus, the guests will be given an insight into the history of the Reformation and the life of its German founder.

During the following walking tour through the city center, become acquainted with the historical city center and its famous Castle Church. On a wooden door of the Castle Church that once served as the university's bulletin board, Martin Luther posted his 95 theses in the year 1517.

After the original door was lost in the fire of 1760, King Friedrich Wilhelm IV of Prussia had the door replaced with a bronze door upon which the 95 theses are inscribed.

Lunch will be arranged at a local restaurant. The transfer back to the ICC Berlin will last approximately 2 hours.

Price per person (includes 19% VAT) € 99.00
Duration: 10 hours / Minimum 30 persons

TOUR POLICIES

Deadline

Please make your tour registration as soon as possible to guarantee the availability of tickets. Tour cancellations must be completed by April 15, 2008.

Minimum Participants

A minimum number of participants per coach is required for each tour. If the minimum number required to operate a tour is not met, CPO HANSER SERVICE reserves the right to cancel the tour, offer the participant an alternate choice or refund the tour.

Check-In and Departure

Please check in at the INTA Tour Desk at the ICC Berlin, from Saturday, May 17, 2008 onwards to obtain your tour tickets. All tours will depart promptly from the ICC Berlin.

Cancellations

Any individual canceling a tour prior to the deadline of April 25, 2008 will be refunded in full, minus € 10.00 per registration for handling. No refunds will be available after the deadline date of **Friday, April 25, 2008**. There are no reimbursements for missed tours.

Special Needs

If you have a special need (such as a wheelchair-accessible vehicle), please notify CPO HANSER SERVICE by April 15, 2008. (Subject to availability)

Payment

Please note that all credit card payments will be processed in **EURO**. CPO HANSER SERVICE is unable to accept payments by check.

Questions about tours? Email cquenzl@cpo-hanser.de or visit <http://inta2008.globit.com>.

HOW TO REGISTER FOR A TOUR

Sign up for tours online, using the link below, or by mail or fax, using the [Tour Registration Form](#). Please make your tour registration as soon as possible to guarantee the availability of tickets. Tour cancellations must be completed by April 25, 2008.

Please note that all credit card payments will be processed in EURO. CPO HANSER SERVICE is unable to accept payments by check.

Online

<http://inta2008.globit.com/>

Mail

CPO HANSER SERVICE
Paulsborner Strasse 44
14193 Berlin, Germany

Fax

+49-30-305-73-91

Tour registrations may also be available on site. Please inquire at the Tour Desk at the ICC Berlin.

Questions about tours? Email cquenzl@cpo-hanser.de

ATTENDEE RESOURCES

Location of Events

Internacionales Congress Centrum Berlin (ICC Berlin): Registration, Hospitality, Educational Sessions, Table Topics, E-Access Pavilion, Exhibition Hall, INTA Exhibit, Advanced Mediation Training, Trademark Administrators Brunch, Opening Reception, Annual Meeting Orientation and Cocktail Receptions, In-House Counsel Reception, In-House Counsel Luncheon, Association Brunch, Board Meeting, Committee Meetings

The Ritz Carlton Berlin: INTA Gala

Hotel Adlon Kempinski Berlin: President's Dessert Reception (*By invitation only*)

Kulturbrauerei: Grand Finale

Shuttle bus transportation has been arranged to and from the Kulturbrauerei and select INTA hotels.

Meeting Colleagues: INTA recommends that you arrange to meet other attendees in the INTA Hospitality area in the ICC Berlin.

Getting Around the Meeting

Attire

Business casual attire is appropriate for the Annual Meeting.

Badges

For security reasons, badges must be worn at all times, including at educational and social functions. Badges will be checked at all INTA functions for admission to all events. INTA staff at the registration desk will replace lost badges only with proper identification.

As a reminder, badges should be on your person at all times when using public transportation.

Course Materials

Course materials will be posted online from April 15, 2008 to June 30, 2008. All attendees should print out desired course materials and bring them to the meeting. Printed materials will not be distributed at the meeting. All participants will receive a CD-

ROM within two months after the Meeting that contains all course materials, presentations, speaker biographies, the final attendee list and much more – all in an interactive format.

Final Program and Attendee List (Final Program)

The Annual Meeting Final Program is your source for the most up-to-date information about educational programs and activities at the Annual Meeting. Included in the Final Program are room locations, hotel maps, a committee meeting list, attendee list and other helpful information. This will be distributed at the meeting.

Languages

German is the official language spoken in Berlin, although there is a minor difference between standard or high German (Hochdeutsch) and the Berlin dialect. English is widely understood and spoken in most tourist places. As there is a huge community of the Turks, the Turkish language is also common in Berlin.

Networking

The Annual Meeting provides a vast number of networking events that allow you to meet colleagues from all over the world. Meet in the hospitality areas at the ICC Berlin, Sunday night Welcome Reception, Table Topics, Trademark Administrators Brunch, Annual Meeting Orientation and Welcome Reception, In-House Counsel Reception, In-House Counsel Luncheon, China Reception, Affiliate parties (see Meeting Highlights), Exhibition Hall, INTA Gala and the Grand Finale on Wednesday. You can also network before, during and after the meeting by way of the Attendee Portal.

Social Functions

INTA maintains a high standard for its social functions at a reasonable price. However, there are built-in expenses for group functions that are not apparent to meeting participants and for which INTA does not mark up the prices to yield a profit. Because the cost to attend social functions is included for meeting participants, guests of meetings participants must pay a fee to attend social functions. Guest badges will be checked at all social functions.

Emergency Numbers

Police: 110

Fire Department: 112

Ambulance: 112

Physicians on Standby: 310031

Dentists (emergency service): 89004333

Pharmacies (night and weekend service): 0800/33011411

Pharmacy

Pharmacies are open from Monday to Friday from 9:00 a.m. to 6:00 p.m. and Saturday from 9:00 a.m. to 4:00 p.m. Emergency pharmacies are available 24 hours a day, 7 days a week. You will find the details on the nearest one to you outside every pharmacy. The pharmacy next to the ICC is only a 5 minute walk at the Neue Kantstrasse.

Post Office

Post offices are open from Monday to Friday from 8:00 a.m. to 6:00 p.m. and Saturday from 8:00 a.m. to 1:00 p.m. The nearest post office to the ICC Berlin is located at Soorstrasse 61–62, a 10 minute walk.

Shopping in Berlin

Department stores are normally open from Monday to Friday from 9:00 a.m. to 8:00 p.m. and Saturday from 9:00 a.m. to 4:00 p.m.

Telephone

To call Berlin from abroad, dial +49 for Germany and then 30 for Berlin. Calling from a hotel is generally expensive. To use a public phone you will need a telephone card or coins. In some public phones, you can use paper money or credit cards. Telephone cards can be purchased in any post office, at the main stations and in a lot of kiosks.

Tipping

In pubs, restaurants, taxis, etc., a tip of 5% to 10% is usually given, but please be advised that a 15% service charge is already included in restaurant bills.

Transportation

INTA attendees will use Berlin's ample and efficient mass transit system in 2008. Your 130th Annual Meeting official badge will be your transportation ticket to explore the city, not just back and forth to the ICC Berlin. Your badge will give you free access to mass transit as many times as you wish during the meeting dates, day or night. Badges should be on your person and shown if asked by transit officers. Please [click here](#) for a transit map of Berlin.

TRANSIT TICKETS NEED NOT BE PURCHASED AT ANY TIME. THIS SERVICE WILL BE PROVIDED TO ATTENDEES OF THE INTA ANNUAL MEETING AT NO ADDITIONAL COST.

HOWEVER, YOU WILL NEED TO CARRY YOUR BADGE ON THE TRANSIT SYSTEM AT ALL TIMES. IF YOU DO NOT HAVE YOUR BADGE OR A VALID TRANSIT TICKET, YOU MAY RECEIVE A € 40 FINE IMPOSED BY BERLIN'S TRANSIT AUTHORITY.

Smoking Policy

For the comfort and health of all attendees, smoking is not permitted except in designated areas of the hotels and the ICC Berlin.

Speaker Listings

All speaker names are listed with the given name first and surname last, in order to keep the listing consistent. Check back on this website for speaker updates and changes.

Special Assistance



INTA ensures that all attendees have access to INTA events so all attendees have the same high-level experience. If you require any assistance, please email tsimpson@inta.org.

Tours

INTA provides the ability to enhance your visit to Berlin by enjoying [a variety of tours](#) to various attractions.

Weather

Berlin's temperature in May ranges from a high of 64°F / 18°C to a low of 46°F / 8°C.

COMMITTEE MEMBERS

One of INTA's most important assets is the talented and committed group of volunteers who serve on its committees. INTA's committees are central to the role that the Association plays in representing trademark owners throughout the globe. Committee members take part in a variety of meaningful work, including government advocacy, publication editing and writing, and public education.

[Committee Meetings at a Glance](#) (.pdf)

SUNDAY, MAY 18 10:00 a.m. – 12:00 p.m.
Alternative Dispute Resolution (ADR) Committee Leadership
<i>INTA Bulletin</i> Committee
INTA Foundation
PDA Executive Council (<i>Chairs & Vice Chairs Only</i>)
Programs Committee
SUNDAY, MAY 18 12:15 p.m. – 2:15 p.m.
ACEC North America Subcommittee
Annual Meeting 2008 Project Team (Programs Committee)
DWKM – East Asia & Pacific Subcommittee
DWKM – Eastern Europe & Central Asia Subcommittee
DWKM – Middle East, Africa & South Asia Subcommittee
DWKM – North America Subcommittee
EC – Discovery Practices & Procedures Subcommittee
EIC – Indigenous Rights Subcommittee
Program Standards and Training Subcommittee (Programs Committee)
SUNDAY, MAY 18 2:30 p.m. – 4:30 p.m.
ACEC – Latin America & Caribbean Subcommittee
Annual Meeting 2009 Project Team (Programs Committee)
DWKM – European Union Subcommittee
DWKM – Latin America & Caribbean Subcommittee
EC – Legal Certainty of Disclaimers Subcommittee

EC – Trade Names Subcommittee
EIC – Fair Use and Other Boundaries Subcommittee
Information Resources Committee (IRC)
In–House TM Counsel's Workshop – Europe (Programs Committee)
LRC – East Asia & Pacific Subcommittee
LRC – U.S. Model State Trademark Bill Subcommittee
Public Relations Speakers Bureau (PRSB)
Trademark Administrators Conference 2008 Project Team (Programs Committee)
MONDAY, MAY 19 8:00 a.m. – 10:00 a.m.
ACEC – China Subcommittee
Alternative Dispute Resolution (ADR) Committee
Anticounterfeiting Forum Project Team (Programs Committee)
EC – Courts & Tribunals Subcommittee
EIC – Design Rights Subcommittee
E–Learning Project Teams (Programs Committee)
LRC – Latin America & Caribbean Subcommittee
LRC – Middle East, Africa & South Asia Subcommittee
LRC – U.S. Subcommittee
Roundtable Subcommittee – International: Asia, Africa and Europe (Programs Committee)
Roundtable Subcommittee – U.S., Canada and Latin America (Programs Committee)
MONDAY, MAY 19 1:15 p.m. – 3:15 p.m.
ACEC – East Asia & Pacific Subcommittee
EC – Monetary Remedies Subcommittee
LRC – Europe & Central Asia Subcommittee
INTA / ASIPI Conference 2010 Project Team (Programs Committee)
Leadership Meeting 2008 Project Team (Programs Committee)
LRC – Pharmaceuticals Subcommittee
NTM – East Asia & Pacific Subcommittee
NTM – Latin America & Caribbean Subcommittee
NTM – Middle East, Africa & South Asia Subcommittee
Panel of Neutrals (PON)

The Trademark Reporter® (TMR) Committee

MONDAY, MAY 19
3:30 p.m. – 5:30 p.m.

ACEC – Eastern Europe & Central Asia Subcommittee

EC – Opposition & Cancellation Standards & Procedures

INTA / WIPO Forum 2008 Project Team (Programs Committee)

Judicial Education Project Team (Programs Committee)

NTM – Europe & Central Asia Subcommittee

NTM – North America Subcommittee

Saul Lefkowitz Moot Court Competition (Lefkowitz) Committee

Treaty Analysis Committee

TUESDAY, MAY 20
8:00 a.m. – 10:00 a.m.

ACEC – Middle East, Africa & South Asia Subcommittee

EC – Preliminary Relief Subcommittee

Membership Services Committee (MSC)

Membership Services Committee (MSC) (Breakout 1)

Membership Services Committee (MSC) (Breakout 2)

Parallel Imports Committee

Planning Committee

TOPC – Asia & Pacific / Canada TMO Relations Subcommittee

TOPC – Central & South Asia TMO Relations Subcommittee

TOPC – China Subcommittee

TOPC – Latin America TMO Relations Subcommittee

TOPC – Madrid System Subcommittee

TOPC – OAPI / ARIPO Subcommittee

TUESDAY, MAY 20
1:15 p.m. – 3:15 p.m.

ACEC – European Union

Adjunct Faculty Special Interest Group (Adjuncts)

Annual Meeting 2010 Project Team (Programs Committee)

Internet – Online Use Subcommittee

Internet – Registration Practice & DNS Administration Subcommittee

Internet – Whois Subcommittee

Publications Committee

TOPC – OHIM Subcommittee
TOPC – USPTO Subcommittee
TUESDAY, MAY 20 3:30 p.m. – 5:30 p.m.
China Bulletin Editorial Board
EC – Proof of Confusion Subcommittee
Geographical Indications Committee
International Amicus Committee
Regular Member Committee (RMC)
WEDNESDAY, MAY 21 8:00 a.m. – 10:00 a.m.
Education, Information & Services (EIS) Group <i>(Chairs & Vice Chairs Only)</i>
Nominating Committee
PDA Executive Council <i>(Chairs & Vice Chairs Only)</i>

ABOUT BERLIN

ABOUT BERLIN



Abu-Ghazaleh Intellectual Property
The Arab Organization for Global Professional Services

Finding your way around Berlin will be that much easier thanks to
Abu-Ghazaleh Intellectual Property (AGIP)

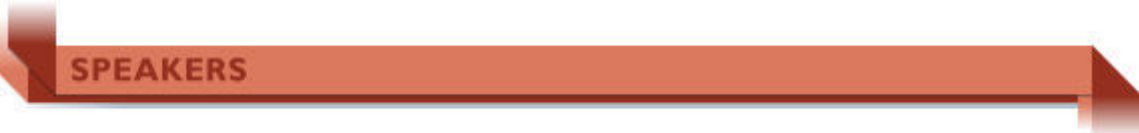
Sponsor of:

Berlin Mini-Map, an easy-to-use and convenient get-around tool
made available to attendees at the 130th Annual Meeting

INTA is excited to be hosting this year's Annual Meeting in a city as international and diverse as Berlin. We hope that you will enjoy all that this wonderful city has to offer. Below are a few useful links that will enrich your experience in the German capital.

Useful Links

- [Current time and weather in Berlin](#)
- [Berlin Tourist Information](#)
- [Berlin Public Transportation Information](#)
- [Wikitravel Information on Berlin](#)
- [Lonely Planet Guide to Berlin](#)
- ICC Berlin Information [in English](#) and [in German](#)
- [Babelfish Language Translator](#)
- [A View On Cities' Berlin Cultural Attractions](#)
- [Virtual Tourist Food and Drinks Information and Tips](#)



SPEAKERS

Thank you for volunteering to speak at INTA's 130th Annual Meeting. Below is all the information you need to know as a speaker, including due dates, contact information, template and presentation suggestions, and more!

Speakers Important Deadlines

December 1, 2007

Final Course Materials due to INTA.

All Speaker Biographies due to INTA.
Please email to sbourke@inta.org

March 3, 2008

Draft PowerPoint Slide Presentations due to moderators for review.
Download INTA's PowerPoint Slide Template

All Table Topic outlines due to INTA.

March 31, 2008

Final PowerPoint Slides due to INTA.
Please email to coursematerials@inta.org

April 2008

All Course Materials will be posted to INTA's website for download by attendees.

May 17 – 21, 2008

INTA's 130th Annual Meeting
Berlin, Germany

EXHIBITORS & SPONSORS

INTA's 130th Annual Meeting in Berlin is the largest and most prestigious meeting of the worldwide trademark community, with more than 7,000 trademark professionals from more than 130 countries. Display and demonstrate your products and services, increase brand awareness and highlight your organization to the largest and most coveted gathering of these influential decision-makers.

Exhibition Opportunities

Exhibiting at INTA's Annual Meeting offers companies, firms, non-profits, governments and other organizations a powerful forum to introduce or promote their products, services and initiatives to this large, influential group of trademark professionals. Participating as an exhibitor in INTA's Annual Meeting is a cost-effective way to meet clients and customers, develop new relationships and demonstrate your organization's commitment to the trademark community.

The Exhibition Hall offers attendees a one-stop shop for meeting with their current solution providers and forming relationships with new ones. Nearly 90 organizations exhibited at last year's Annual Meeting in Chicago, and a similar number is expected for this year's Exhibition Hall.

Sponsorship Opportunities

Being a sponsor of INTA's Annual Meeting is an effective way to enhance your organization's recognition within the trademark community, strengthen your relationships with existing clients and generate new business. INTA offers a variety of sponsorship packages designed to help your organization achieve these goals.

Advertising Opportunities

INTA's Annual Meeting is the single most important event on every trademark professional's calendar. This premier meeting attracts more than 7,000 trademark professionals from around the world for five days of educational presentations, committee meetings, exhibits, social events, networking and business development. INTA offers the opportunity to advertise in the printed Annual Meeting Final Program and Attendee Directory, and *INTA Daily News*.

Contact [Paula Lee](#) at +1-212-642-1721, Exhibition & Sponsorship Planner for more information on advertising in Annual Meeting program materials.

STUDENTS

The 130th Annual Meeting will offer many opportunities for students to gain valuable trademark knowledge and network with experienced practitioners.

Attend the Annual Meeting

If you are interested in attending the Annual Meeting, you can register at the INTA student registration price of US \$ 225.00. **Note:** You must be an INTA student member to register at this rate. You'll have access to the full Annual Meeting educational program and numerous networking opportunities during the largest gathering of trademark professionals in the world. For information on Student Membership, [click here](#).

Student Panel Presentation

SO YOU WANT TO BE A TRADEMARK LAWYER?

Counsel from the intellectual property field will share invaluable advice about career possibilities and hiring practices in trademark law.

Details

When: Tuesday, May 20, 2008

Time: 3:30 pm – 5:00 pm

Where: ICC Berlin

Young Practitioner and Law Student Cocktail Reception

INTA's Membership Services Committee invites young practitioners and law students to network with INTA members, INTA staff and special guests at an informal cocktail reception following the "Considerations for Careers in Trademark Law Panel Discussion for Law Students" and the Young Practitioner's annual charity project. Location for the annual charity project TBD. Complimentary beer, wine and light appetizers will be served.

Details

When: Tuesday, May 20, 2008

Time: 5:30 pm – 7:30 pm

Where: To be determined. Please check back soon for more details.

Professor Breakfast

During the Annual Meeting, the Academic Subcommittee of the Membership Services Committee is hosting the Annual INTA Professor Breakfast. This breakfast will be an excellent opportunity for professors and other teaching professionals to network, as well as to meet INTA's President, Officers, Executive Director and members of the Academic Subcommittee.

This breakfast will provide a forum for interactive discussion where you can exchange ideas with your peers regarding the continuing development of relevant INTA programs to support the academic community in the study of trademarks worldwide.

INTA has more than 70 full-time professor members, and we look forward to increasing both academic membership and targeted content and services for professors. For those of you who are not already members, attend the breakfast to receive information on the various programs that INTA offers professor members. Learn the ways INTA can be a valuable resource and enrich you professionally.

Attendance is by invitation only.

Details

When: Monday, May 19, 2008

Time: 8:30 a.m. – 10:00 a.m.

Where: ICC Berlin

Dear Members of the Media:


The International Trademark Association (INTA) is pleased to invite you to its 130th Annual Meeting, which will be held at the ICC Berlin in Berlin, Germany from May 17 – 21, 2008.

Join thousands of trademark professionals from more than 130 countries at the largest gathering of intellectual property professionals in the world to discuss a wide range of trademark issues.

Members of the media who wish to report on the INTA Annual Meeting are encouraged to email Matthew Schmidt, Manager of Communications, at mschmidt@inta.org or call +1-212-642-1727 for a special press registration **by May 5, 2008**.

This year we are pleased to offer opportunities to schedule press interviews with INTA's President, Executive Director and select policy staff members. Requests for interviews, made by appointment, should be directed to Matt Schmidt **by May 12, 2008**.

If you are interested in being a media sponsor at this year's Annual Meeting, please email communications@inta.org to learn more.



CONTACT US

CONTACT US

FOR QUESTIONS REGARDING:

- **HOTEL RESERVATIONS**

Phone: +49-30-300-66-90

Fax: +49-30-305-73-91

E-Mail: cguenzl@cpo-hanser.de

- **MEETING REGISTRATION**

INTA 2008

Tel: +1-301-694-5243

Available Monday – Friday, 9:00 a.m.– 5:00 p.m., EST.

- **EDUCATIONAL PROGRAMMING**

meetings@inta.org

- **CONTINUING LEGAL EDUCATION (CLE)**

cle@inta.org

- **INTA MEMBERSHIP**

membership@inta.org

- **SPONSORSHIP OR EXHIBITIONS**

sponsorship@inta.org

How do I get a brochure? Can I pay by wire transfer? How do I get a visa letter? Look no further. This section provides you with all the answers to the most frequently asked questions by Annual Meeting attendees. Please review this information, and contact us at meetings@inta.org if you have any remaining questions.

Q 1. Could you please confirm my meeting registration status?

A INTA's New York, China and Europe offices do not handle the registration of Annual Meeting attendees. Please contact our registration service by telephone: +1-301-694-5243 or fax: +1-301-694-5124 to inquire about your 130th Annual Meeting registration.

Q 2. Could you please confirm my hotel reservation status?

A INTA's New York, China and Europe offices do not send out hotel confirmations. The Housing Bureau sends confirmations within 72 hours of processing your request. Please contact the Housing Bureau if you do not receive your confirmation within seven days of making your reservation.

The Housing Bureau can be reached at:

Phone: +49 30 300 66 90

Fax: +49 30 305 73 91

E-Mail: cguenzl@cpo-hanser.de

Q 3. I'm not currently a member of INTA, but I'm interested in attending the Annual Meeting and perhaps joining INTA. Which is the most cost-effective way to attend the meeting and become a member?

A If you join INTA, you can save up to US \$ 500 on your Annual Meeting registration fee, and receive a 50% discount on another INTA forum! Simply return a completed enrollment form with payment along with your registration form.

Q 4. How do I obtain CLE credit for attendance at this Annual Meeting?

A To obtain CLE credit, you must attend the educational sessions and swipe your badge at the sensor equipment provided in each education session room. Only those who attend the session will receive credit for that session. You must swipe your badge within the first 15 minutes of the session to receive credit. For more information, visit the CLE desk located in the ICC Berlin. If your jurisdiction requires a specific form, it may be picked up at the desk. You must register in this manner if you wish to receive CLE credit. CLE credit will not be issued after the Annual Meeting. CLE is not available for Table

Topics.

Q 5. How do I obtain a visa letter?

A You must be registered for the Annual Meeting to obtain a visa letter. While completing the Annual Meeting registration form, check the box next to “I am requesting a Visa Letter” under the “Other Information” section. Once your registration has been processed, a letter will be sent within five to seven business days. [Learn more.](#)

Q 6. Is my registration for the conference transferable to a co-worker?

A If you register for the Annual Meeting and subsequently find that you are unable to attend, you may send someone from your company / firm as a substitute. You must provide INTA with your request by April 18, 2008 in an email sent to customerservice@inta.org. All substitution requests received after that date must be processed on site. All substitutions must be requested in writing by the original registrant.

Q 7. I have pre-registered and am now unable to attend. How do I cancel my registration?

A Full refunds are issued if a cancellation is faxed to +1-301-694-5124, by April 18, 2008. Cancellations received after this date will be subject to a cancellation charge of US \$ 150.00. No refunds for registrants, guests or activities will be issued for cancellation requests received after 5:00 p.m. U.S. Eastern Standard Time on April 18, 2008.

Q 8. Which is the headquarters hotel in Berlin?

A There will not be a designated headquarters hotel in Berlin.

Q 9. Where are the activities and educational sessions being held?

A Unless otherwise noted, all sessions and activities take place at the ICC Berlin located at Neue Kantstraße / Ecke Messedamm D-14057 Berlin

The INTA Gala will be held at the Ritz Carlton Berlin.

The Grand Finale will be held at KulturBrauerei.

Q 10. Where will committee meetings be held?

A All committee meetings will be held at the ICC Berlin – Neue Kantstraße / Ecke Messedamm D-14057 Berlin.

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Q 11. What is the program registration fee?

A Unless otherwise noted, the program registration fee includes access to all sessions, continental breakfasts, workshops, receptions, online materials, the print Attendee Directory, Final Program booklet and a post-meeting CD-ROM.

Early Bird Discount – On or Before March 21, 2008

	Registration Fee	VAT	TOTAL FEE
Regular / Associate Member	\$ 970.00	\$ 184.00	\$ 1,154.00
Professor / Student Member	\$ 225.00	\$ 43.00	\$ 268.00
Non-Member	\$ 1,495.00	\$ 284.00	\$ 1,779.00
Government / Non-Profit	\$ 450.00	\$ 86.00	\$ 536.00
Emeritus Member	\$ 450.00	\$ 86.00	\$ 536.00
Guest / Adult (14 yrs of age or older)	\$ 300.00	\$ 57.00	\$ 357.00
Guest / Child (under 14 yrs of age)	\$ 150.00	\$ 29.00	\$ 179.00

After March 21, 2008

	Registration Fee	VAT	TOTAL FEE
Regular / Associate Member	\$ 1,270.00	\$ 241.00	\$ 1,511.00
Professor / Student Member	\$ 225.00	\$ 43.00	\$ 268.00
Non-Member	\$ 1,795.00	\$ 341.00	\$ 2,136.00
Government / Non-Profit	\$ 450.00	\$ 86.00	\$ 536.00
Emeritus Member	\$ 450.00	\$ 86.00	\$ 536.00
Guest / Adult (14 yrs of age or older)	\$ 300.00	\$ 57.00	\$ 357.00
Guest / Child (under 14 yrs of age)	\$ 150.00	\$ 29.00	\$ 179.00

Additional fees and payment options are available in the [Register section](#) of this online brochure.

Q 12. Does INTA offer any discounts on the Annual Meeting registration fee?

A INTA offers a 25 percent discount on the applicable registration fee as tuition assistance for attorneys with a total household income of less than US \$ 35,000 per year. We particularly welcome applications from public and government sector lawyers and recently admitted solo practitioners. To apply for tuition assistance, please request an application form by emailing cle@inta.org, then complete the form and mail it to the CLE Administrator at International Trademark Association, 655 Third Ave, 10th Floor, New York, NY 10017-5617 at least four weeks prior to the program date, along with a non - refundable fee of US \$ 25.00.

Q 13. Can I pay with a wire transfer?

A INTA no longer accept payments by wire transfer. We apologize for any inconvenience. If you have any questions, please contact Customer Service at +1-212-642-1700 or customerservice@inta.org.

Q 14. How can I receive an Annual Meeting brochure?

A Complete Annual Meeting information is only available online. However, you can

request a 6-page brochure that provides highlights of the Annual Meeting. To request the 6-page Annual Meeting brochure, email customerservice@inta.org. Be sure to include your full name and mailing address.

Q 15. How do I get my course materials?

A Course materials will be posted on the Attendee Portal from **April 15, 2008 – June 30, 2008**. All attendees should print out desired course materials and bring them to the meeting. Printed materials will not be distributed at the meeting.

Q 16. How do I reserve space at the INTA Gala?

A To reserve space at the INTA Gala, print and complete the Gala reservation form, then return it to INTA. Questions? Contact gala@inta.org or Customer Service at +1-212-642-1700. Tables of ten are US \$ 2,500, and individuals are US \$ 250. When purchasing a table, please submit a list of your guests.

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Q 17. Whom do I contact to assist me with planning my affiliate event?

A If you plan to host an affiliate event, you must complete an Event Approval Form and submit it to INTA. INTA strongly suggests that you not hold events while the Annual Meeting sessions, committee meetings and exhibitions take place, or during the following hours (hospitality suites are the exception):

Saturday, May 17, 2008

7:00 p.m. – 11:00 p.m. – INTA Gala

Sunday, May 18, 2008

3:00 p.m. – 4:45 p.m. – Annual Meeting Orientation and Cocktail Reception

5:00 p.m. – 6:30 p.m. – Opening Ceremonies and Keynote Address

6:45 p.m. – 8:15 p.m. – Welcome Reception

Wednesday, May 21, 2008

7:00 p.m. – 11:00 p.m. – Grand Finale

Please contact ICW08@inta.org to request assistance or download the [Event Approval Form](#).

Q 18. How will I get around Berlin?

A INTA attendees will use Berlin's ample and efficient mass transit system in 2008. Your 130th Annual Meeting official badge will be your transportation ticket to explore the city, not just back and forth to the ICC Berlin. Your badge will give you free access to mass transit as many times as you wish during the meeting dates, day or night. Badges should be on your person and shown if asked by transit officers. A transit map will be included in the online brochure.

TRANSIT TICKETS NEED NOT BE PURCHASED AT ANY TIME. THIS SERVICE WILL BE PROVIDED TO ATTENDEES OF THE INTA ANNUAL MEETING AT NO ADDITIONAL COST.

HOWEVER, YOU WILL NEED TO CARRY YOUR BADGE ON THE TRANSIT SYSTEM AT ALL TIMES. IF YOU DO NOT HAVE YOUR BADGE OR A VALID TRANSIT TICKET, YOU MAY RECEIVE A € 40 FINE IMPOSED BY BERLIN'S TRANSIT AUTHORITY.

Q 19. Where can I learn more about visiting Berlin?

A There are several websites available to learn more about Berlin. Below are just a few that may be helpful to you. Please note that these sites are not endorsed or supported by INTA.

- [Current time and weather in Berlin](#)
- [Berlin Tourist Information](#)
- [Berlin Public Transportation Information](#)
- [Wikitravel Information on Berlin](#)
- [Lonely Planet Guide to Berlin](#)
- ICC Berlin Information [in English](#) and [in German](#)
- [Babelfish Language Translator](#)
- [A View On Cities' Berlin Cultural Attractions](#)
- [Virtual Tourist Food and Drinks Information and Tips](#)

Q 20. How do I reclaim my Value Added Tax (VAT)?

A INTA has selected Meridian as the Official VAT reclaim supplier. Meridian offers full VAT recovery services. A representative will be available on Monday and Tuesday only at the Meridian booth in the Hospitality Area to assist with business related VAT reclaim.

Booth Hours are:

Monday 8:30 a.m. – 5:30 p.m.

Tuesday 8:30 a.m. – 5:30 p.m.

Q 21. Where is the 131st INTA Annual Meeting being held?

A Next year's Annual Meeting will be held May 16 – 20, 2009, in Seattle, Washington, USA.

Future INTA Annual Meetings

May 22 – 26, 2010

Boston, Massachusetts, USA

May 14 – 18, 2011

San Francisco, California, USA

May 5 – 9, 2012

Washington, DC, USA

May 4 – 8, 2013

Dallas, Texas, USA

REGISTER

QUICK LINKS?

- [Register for the Meeting online](#) at www.inta.org/apps/annual_meeting or print out the registration form [in dollars](#) or [in euros](#).
- [Pricing and Payment Methods](#)
- [Registration Categories](#)
- [Registration Methods and Policies](#)

IMPORTANT DEADLINES

- Last date to qualify for the Early Bird Discount: March 21, 2008
- Last date to be included in the print Attendee Directory: March 21, 2008
- Last date to reserve a hotel room through the Housing Bureau: April 18, 2008
- Last date to qualify for a meeting refund: April 18, 2008
- Last date to register for or cancel a tour: April 25, 2008
- Last date to Register for the meeting online or by fax / mail: April 25, 2008

Registration after April 25, 2008 must be made on site at the Annual Meeting.

Onsite Registration Hours

Saturday, May 17	1:00 p.m. – 7:00 p.m.
Sunday, May 18	9:30 a.m. – 7:30 p.m.
Monday, May 19	7:30 a.m. – 5:00 p.m.
Tuesday, May 20	7:30 a.m. – 5:00 p.m.
Wednesday, May 21	7:30 a.m. – 2:00 p.m.

JOIN NOW AND SAVE!

[Join INTA](#) and save US \$ 500 or more on your Annual Meeting registration fee!

Don't miss out on the other benefits of membership in INTA.