



Overview

The International Trademark Association's (INTA) 2007 Leadership Meeting in Orlando, Florida, USA, from November 7 - 10, 2007 is the ideal opportunity for INTA's leaders to exchange ideas, conduct important business and network with colleagues from around the world. Throughout the meeting, the Association's volunteers will gather to plan the coming year's activities and events and look to the future of INTA. In addition, intellectual property experts will present advanced-level educational sessions, providing attendees with valuable information on the latest developments in trademark law.



"It's a Small World – Trademarks & Globalization" is the theme for the 2007 Leadership Meeting. As the world grows closer together, especially in business and commerce, it is essential that all trademark lawyers understand global branding and appreciate international legal issues. Not only do more multinational issues arise, but the boundaries between law and business blur, and we all become more aware of our impact on each other and on the environment. Therefore, this program focuses not just on developments in trademark law, litigation practice and ethics around the world, but also on how the Internet makes every issue potentially a global issue; on branding from both the legal and business perspectives; on how in-house counsel can elevate the importance of trademarks within a company; and how a focus on "going green" affects marketing and branding. We end the educational section of the meeting with a practical look at the new U.S. e-Discovery laws almost one year after they took effect.

Our venue in Orlando gives attendees plenty of opportunities to socialize with friends, colleagues and family. We encourage you to enjoy the Florida weather and indulge your inner child at the theme parks, but ask that you save some energy for our receptions, social events, committee meetings and of course, the educational sessions.

Registration is limited to the current 2006 – 2007 leadership:

- Board of Directors
- Committee Chairs and Vice Chairs
- Subcommittee Chairs
- Committee Members
- Past Presidents
- Past Counsel



Program: Tuesday and Wednesday

Tuesday, November 6, 2007

6:30 p.m. – 7:30 p.m.	Leadership Reception <i>(2006 – 2007 Board of Directors, Committee Chairs and Vice Chairs, Subcommittee Chairs, Past Presidents and Past Counsel only)</i>
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Wednesday, November 7, 2007

8:00 a.m. – 8:30 a.m.	Annual Meeting of Members
8:30 a.m. – 12:00 p.m.	Board of Directors Meeting
10:00 a.m. – 7:30 p.m.	Registration
12:00 p.m. – 1:15 p.m.	Leadership Luncheon
1:30 p.m. – 3:30 p.m.	Leadership Meeting
4:00 p.m. – 6:00 p.m.	<u>Committee Meetings</u>
7:00 p.m. – 8:30 p.m.	Welcome Reception



Program: Thursday

Thursday, November 8, 2007	
7:30 a.m. – 1:30 p.m.	Registration
8:00 a.m. – 10:00 a.m.	Continental Breakfast
8:00 a.m. – 10:00 a.m.	<u>Committee Breakfast Meetings</u>
10:10 a.m. – 11:00 a.m.	<p>WELCOME SESSION Welcome by the Executive Director Alan C. Drewsen, <i>Executive Director, INTA</i></p> <p>President's Report and Awards Presentations Dee Ann Weldon-Wilson, <i>Exxon Mobil Corporation, INTA President</i></p>
11:00 a.m. – 11:10 a.m.	<p>LEADERSHIP MEETING 2007 INTRODUCTIONS</p> <p>Co-Chairs Leadership Meeting 2007 Project Team</p> <p>Rose Hagan, <i>Google, Inc. (United States)</i> James M. McCarthy, <i>McDonnell Boehnen Hulbert & Berghoff LLP (United States)</i></p>
11:15 a.m. – 12:15 p.m.	<p>GLOBAL TOPICS IN A SHRINKING WORLD</p> <p>This session will explore the most recent hurdles and roadblocks that trademark practitioners face in the global business environment. The panel will discuss issues in clearing and protecting global brands, as well as major decisions, legislation and treaties that impact today's worldwide trademark practice. The panel will also cover: optimizing the Madrid Protocol, using the corporate organization to support global brand management, communicating efficiently and effectively with foreign counsel in today's world of electronic mail, business issues that affect international trademark practice in areas such as adopting and protecting brands worldwide, as well as the impact of dilution and famous mark protections, including the impact of the U.S. Trademark Dilution Revision Act of 2006.</p> <p>Moderator Joseph V. Norvell, <i>Norvell IP llc. (United States)</i></p> <p>Speakers Peter J. Chalk, <i>Blake Dawson Waldron (Australia)</i> Michael Hurst, <i>Caterpillar Inc. (United States)</i> Kevin J. McDevitt, <i>Neal & McDevitt, LLC (United States)</i></p>

	Steven Rosenthal, <i>Diageo North America, Inc. (United States)</i>
12:25 p.m. – 1:25 p.m.	<p>TRADEMARK LAW AND NEW MEDIA – INTERNET ISSUES</p> <p>This session will address the hottest issues affecting trademarks on the Internet. The speakers will provide an update on secondary liability arising out of the use of trademarks on websites. There will also be a panel discussion and debate in which panelists will present the different views on the issues of fair use and monetization of domain names, as well as privacy and domain registration issues in light of current discussions at ICANN.</p> <p>Moderators Guillermo C. Carey, <i>Carey & Cia., (Chile)</i> Judith A. Powell, <i>Kilpatrick Stockton LLP (United States)</i></p> <p>Speakers Phil Corwin, <i>Butera & Andrews (United States)</i> Sarah B. Deutsch, <i>Verizon Communications (United States)</i> Ellen B. Shankman, <i>Ellen Shankman & Associates (Israel)</i></p>
1:45 p.m. – 3:45 p.m.	<u>Committee Lunch Meetings</u>
4:00 p.m. - 6:00 p.m.	<u>Committee Meetings</u>
6:30 p.m. – 8:00 p.m.	Reception



Program: Friday

Friday, November 9, 2007	
7:30 a.m. – 1:00 p.m.	Registration
8:00 a.m. – 10:00 a.m.	Continental Breakfast
8:00 a.m. – 10:00 a.m.	<u>Committee Breakfast Meeting</u>
10:10 a.m. – 10:15 a.m.	<p>PROGRAM INTRODUCTION</p> <p>Co-Chairs Leadership Meeting 2007 Project Team</p> <p>Rose Hagan, <i>Google, Inc. (United States)</i> James M. McCarthy, <i>McDonnell Boehnen Hulbert & Berghoff LLP (United States)</i></p>
10:15 a.m.–11:15 a.m.	<p>MAKING A PLACE AT THE TABLE FOR TRADEMARKS</p> <p>In today's corporate environment, the important role trademarks play in business is sometimes overlooked. This panel will discuss ways to elevate the importance of trademarks within your law department and your company. Speakers will share tips on how to collaborate with brand managers and other business people to achieve your organization's goals. The panel will shed light on the mysteries behind the roles outside counsel and consultants play in the process. The panel will also offer their perspectives on the challenges they have faced in being advocates for trademarks and how they overcame these challenges.</p> <p>Moderator Michael S. Metteauer, <i>Fulbright & Jaworski LLP (United States)</i></p> <p>Speakers Toe Su Aung, <i>BATMark Limited (United Kingdom)</i> Rose Hagan, <i>Google Inc. (United States)</i> Daniel J. Noonan, <i>Dell Inc. (United States)</i> Ruby A. Zefo, <i>Intel Corporation (United States)</i></p>
	<p>LIKELIHOOD OF CONFUSION IN THE GLOBAL MARKET</p> <p>In today's global market, trademark owners increasingly face multinational infringement issues. For trademark practitioners worldwide, it is therefore vital to understand the different conceptions of likelihood of confusion in a variety of jurisdictions. Join outside counsel from different regions around the world as</p>

11:25 a.m. – 12:25 p.m.	<p>they explain and discuss the principles of likelihood of confusion in corresponding parts of the world, as well as the kinds of arguments that can be made and the evidence that needs to be filed in these jurisdictions.</p> <p>Moderator Maximilian Kinkeldey, <i>Grunecker, Kinkeldey, Stockmair & Schwanhauser (Germany)</i></p> <p>Speakers Rebecca Delorey, <i>Gilbey de Haas – Advocates (France)</i> Terence A. Dixon, <i>GlaxoSmithKline (United States)</i> Claudia Christina Schulz, <i>Carminatti Schulz (Brazil)</i></p>
12:30 p.m. – 1:30 p.m.	<p>“GOING GREEN” – MARKETING AND ENVIRONMENTAL ISSUES</p> <p>More and more businesses are recognizing that "going green" is socially preferable while ultimately making good economic sense. This panel will explore how different companies' marketing, packaging and labeling initiatives have evolved to emphasize their environmental responsibility and leadership to attract customers and thereby build their brands.</p> <p>Moderator Amalia M. Trister, <i>Goodmans LLP (Canada)</i></p> <p>Speakers Geri Lynn Mankoff, <i>Perry Ellis International, Inc. (United States)</i> Catherine Mennenga, <i>General Electric Company (United States)</i></p>
1:45 p.m. – 3:45 p.m.	Committee Lunch Meetings
4:00 p.m. – 6:00 p.m.	Committee Meetings
9:00 p.m. – 11:00 p.m.	Dessert Reception



Program: Saturday

Saturday, November 10, 2007	
7:30 a.m. – 11:00 a.m.	Registration
8:00 a.m. – 10:00 a.m.	Continental Breakfast
8:00 a.m. – 10:00 a.m.	<u>Committee Breakfast Meetings</u>
10:15 a.m. – 11:15 a.m.	<p>ETHICS – HOW LAWYERS AND AGENTS AROUND THE WORLD DEAL WITH CONFLICT</p> <p>In the international arena, it is important that counsel be aware and sensitive to a wide variety of circumstances that are likely to adversely affect their firm or company in relation to a client’s interest. This session will review the considerations of judgment and loyalty that a lawyer or agent must bear in mind in order to safeguard the relationship with an existing or potential client. This presentation will place particular emphasis on ethical concerns in connection with investigations for trademark issues.</p> <p>Moderator Ella Cheong, <i>Ella Cheong (HK) (Hong Kong, SAR)</i></p> <p>Speakers Lourdes Breuer, <i>Berkemeyer, Attorneys & Counselors (Paraguay)</i> William H. Frankel, <i>Brinks Hofer Gilson & Lione (United States)</i> Charters Macdonald Brown, <i>Redd Solicitors LLP (United Kingdom)</i> Ken Taylor, <i>Marksmen (United States)</i></p>
11:20 a.m. – 12:20 p.m.	<p>BEYOND LEGAL CLEARANCE – A VIEW FROM THE BRAND MAKERS</p> <p>Clearing a trademark for use and registration is often a difficult task. Legal clearance is merely one aspect of the multidimensional effort marketers undertake when creating and launching new names and brands. Join an interdisciplinary panel of branding and trademark law professionals to learn about these “other” dimensions and how they shape brand success. This panel will also present a view of the broader marketing context within which legal clearance plays its role as well as examining what the marketing and legal teams each require to maximize their interactions, which will make risk assessments useful and meaningful to marketers.</p> <p>Moderator Nicholas J. Valenziano, Jr., <i>The Goodyear Tire & Rubber Company</i></p>

	<p><i>(United States)</i></p> <p>Speakers Lars Johan Lundberg, <i>Skriptor A.B. (Sweden)</i> Randall Scott, <i>Addison Whitney (United States)</i> Kelly Smith, <i>LPK (United States)</i> Randy S. Springer, <i>Womble Carlyle Sandridge & Rice, PLLC (United States)</i></p>
<p>12:30 p.m. – 1:30 p.m.</p>	<p>OLDER AND WISER – FIRST ANNIVERSARY OBSERVATIONS ON THE IMPACT OF THE NEW U.S. FEDERAL RULES ON E-DISCOVERY</p> <p>On December 1, 2006, the amended Federal Rules of Civil Procedure took effect. Most commentators and practitioners predicted that the new rules would have an "immediate" impact on federal court litigation and would dramatically change the ways that companies treat electronically stored information. As the first anniversary of the new rules approaches, experienced in-house counsel and litigators reflect on the actual consequences of the change. Looking at real-life examples of the new rules at work, this panel will help in-house counsel understand how to deal effectively with the issues raised by electronically stored information in the litigation and pre-litigation context, giving outside counsel a look at what is really happening in the trenches.</p> <p>Moderator Kathryn Barrett Park, <i>General Electric Company (United States)</i></p> <p>Speakers Mario Aieta, <i>Fross Zelnick Lehrman & Zissu, P.C. (United States)</i> Steven M. Weinberg, <i>Greenberg Traurig, LLP (United States)</i></p>
<p>7:00 p.m. – 10:00 p.m.</p>	<p>Grand Finale</p>



Leadership Meeting 2007 Committee Meetings

Wednesday, November 7, 4:00 p.m. – 6:00 p.m.
Alternative Dispute Resolution Committee (ADR) Leadership (<i>Current chairs, vice chairs and subcommittee chairs; incoming chairs, vice chairs and subcommittee chairs only</i>)
Information Resources Committee
Leadership 2007 Project Team and Speakers (Programs Committee)
Nominating Committee
PDA Executive Council, 2006-2007 and 2008-2009
Public Relations Speakers Bureau
Thursday, November 8, 8:00 a.m. – 10:00 a.m.
Alternative Dispute Resolution Committee (ADR)
Dilution & Well-Known Marks Committee
Enforcement Committee
Geographical Indications Committee
Legislation & Regulation Committee
Programs Committee
Thursday, November 8, 1:45 p.m. – 3:45 p.m.
Annual Meeting 2008 Project Team and Speakers (Programs Committee)
Anticounterfeiting & Enforcement Committee
Emerging Issues Committee
In-House Trademark Counsel's Workshop (Programs Committee)
<i>INTA Bulletin</i> Committee
INTA / IP Australia Forum Project Team (Programs Committee)
International Amicus Committee
New Board Orientation
Non-Traditional Marks Committee
Panel of Neutrals (PON)
<i>The Trademark Reporter</i> ® Committee
Thursday, November 8, 4:00 p.m. – 6:00 p.m.

Anticounterfeiting Forum Project Team (Programs Committee)
<i>China Bulletin</i> Editorial Board
Compensation & Benefits Committee
INTA / WIPO Joint Meeting (Programs Committee)
Internet Committee
Mid-Level Practitioners Program (Programs Committee)
Parallel Imports Committee
Programs and Standards Subcommittee (Programs Committee)
Saul Lefkowitz Moot Court Competition (Lefkowitz)
Trademark Office Practices Committee
Treaty Analysis Committee
Friday, November 9, 8:00 a.m. – 10:00 a.m.
In-House Counsel's Workshop – Europe (Programs Committee)
Internet Committee (2008 Leadership Only)
Judicial Education Project Team (Programs Committee)
Leadership 2008 Project Team (Programs Committee)
Membership Services Committee (MSC)
Membership Services Committee (MSC) Academic Subcommittee Breakout
Membership Services Committee (MSC) Law Firm & Service Firm Subcommittees Breakout
Parallel Imports Committee (2008 Leadership Only)
Planning Committee
Trademark Administrators Conference 2008 (Programs Committee)
Trademark Office Practices Committee (2008 Leadership Only)
Treaty Analysis Committee (2008 Leadership Only)
Friday, November 9, 1:45 p.m. – 3:45 p.m.
Adjunct Faculty Special Interest Group (Adjuncts)
Annual Meeting 2009 Project Team (Programs Committee)
Dilution & Well-Known Marks Committee (2008 Leadership Only)
Enforcement Committee (2008 Leadership Only)
Geographical Indications Committee (2008 Leadership Only)
INTA Foundation
International Trademark Basics Forum (Project Team and Speakers) (Programs Committee)
Legislation & Regulation Committee (2008 Leadership Only)
Portugal Forum 2007 (Programs Committee)
Publications Committee
Friday, November 9, 4:00 p.m. – 6:00 p.m.
Advanced Trademark Symposium (Programs Committee)

Anti-Counterfeiting & Enforcement Committee (2008 Leadership Only)
Emerging Issues Committee (2008 Leadership Only)
International Amicus Committee (2008 Leadership Only)
Long Range Planning Task Force
Non-Traditional Marks Committee (2008 Leadership Only)
Regular Member Committee (RMC)
Roundtables Project Teams (US, TMA, International) (Programs Committee)
Saturday, November 10, 8:00 a.m. – 10:00 a.m.
Education, Information & Services Group (EIS)
PDA Executive Council 2008 - 2009



Attendee Information

RECREATION & ACTIVITIES

Recreational activities at The JW Marriott Orlando, Grande Lakes and The Ritz-Carlton Orlando, Grande Lakes include golf, tennis, fly fishing, eco tours, a full service gym, a world class spa or you can just lie by the pool soaking up sun.

DINING & ENTERTAINMENT

Some of the finest restaurants in Orlando are located at The JW Marriott Orlando, Grande Lakes and The Ritz-Carlton Orlando, Grande Lakes.

WEATHER CONDITIONS

Orlando offers a year-round tropical climate with an average high of 79° – 85°F (26° – 29°C) and low of 59° – 65°F (15° – 18°C) in November.

ATTIRE

Consistent with the local custom in Florida, casual dress is suggested for all events. The Saturday closing event is also casual, so please dress accordingly. Meeting rooms are air-conditioned so a sweater or light jacket may be required.



Hotel & Travel

HOTEL RESERVATIONS

Hotel Cut-Off Date: October 12, 2007

To reserve your room at The JW Marriott Orlando, Grande Lakes or The Ritz-Carlton Orlando, Grande Lakes, you must first register to attend the Leadership Meeting. Once you register for the meeting, you will be directed to the Hotel Reservation page to reserve your room.

Reservations can be made online only. No phone, fax or mail reservations will be accepted. You may guarantee your room by credit card or check (to be received by The JW Marriott Orlando, Grande Lakes reservation department within 10 days of making your reservation).



The JW Marriott Orlando, Grande Lakes

HOTEL DEPOSIT REQUIREMENT

All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. The hotel will not hold any reservations unless secured by one of the above methods. No shows will be charged the full room revenue for the dates of the reservation.

All room rates are quoted in U.S. dollars per room, per night and are subject to a state and local tax of 12.5%.

The JW Marriott Orlando, Grande Lakes

Single: US\$ 275.00

Double: US\$ 275.00

The Ritz-Carlton Orlando, Grande Lakes

Single: US\$ 305.00

Double: US\$ 305.00

Rates quoted are for single or double occupancy excluding taxes. An additional charge of US\$ 20.00 will apply for each additional person (up to four per room). Check-in time is **after 3:00 p.m.**, check-out time is **by 12:00 p.m.**



The Ritz-Carlton Orlando, Grande Lakes

Reservations are accepted on a first-come, first-served basis until the room block is filled or **by**

October 12, 2007, at which time reservations are accepted on a space and rate availability basis only.

HOTEL CHANGES AND CANCELLATIONS

Hotel changes and cancellations must be made online. If you would like to cancel your hotel reservation, please refer to your Reservation Confirmation email from the hotel, and follow the instructions found within. Deposits will be returned for cancellations made up to two weeks prior to arrival. Cancellations made fourteen days or less prior to arrival will result in forfeiture of the deposit and one day's room rate to be charged on your credit card.

AIRPORT TRANSFER

The JW Marriott Orlando, Grande Lakes and The Ritz-Carlton Orlando, Grande Lakes are located at 4040 Central Florida Parkway, Orlando, FL 32837 and are easily accessible from Orlando Sanford International Airport. The hotels are approximately 15 – 20 minutes away from the airport. Taxi fare from the airport to the hotel is approximately US\$ 30.00 – US\$ 35.00.

RENTAL CAR

Hertz is the official rental car company for INTA's Leadership Meeting 2007. [Reservations may be made online](#) or through the Hertz Meeting Sales Desk by calling +1-800-654-2240 from within the US. Please reference **discount code CV# 03HZ0005** to receive the special INTA discounted rate. There is a Hertz rental desk in the lobby of The JW Marriott Orlando, Grande Lakes.



Pricing & Policies

Registration on or before September 21, 2007	US\$ 755.00	Includes access to all educational sessions and conference materials, three breakfasts, all coffee breaks, two luncheons, three receptions and the Saturday Grand Finale.
Registration after September 21, 2007, and onsite	US\$ 795.00	Includes access to all educational sessions and conference materials, three breakfasts, all coffee breaks, two luncheons, three receptions and the Saturday Grand Finale.
Spouse / Guest	US\$ 300.00	Includes three breakfasts, two luncheons, three receptions and the Saturday Grand Finale. <i>A guest is a spouse, partner / significant other, family member or friend whose occupation is unrelated to the trademark industry. A co-worker or associate within the trademark industry is not eligible for guest registration.</i>
Committee Meeting Only	No fee	Includes attendance at your committee meeting only.

Please note that only those registered for the full program will be admitted to meal and social functions. Badges will be checked for proper credentials.

Committee Meeting Only Registration

Members who wish to attend only their committee meeting(s) may register free of charge by sending an email to customerservice@inta.org. Upon approval by your staff liaison, you will receive a confirmation number to make your hotel reservation. Committee-only designation will be noted on the recipient's badge.

Non-Profit Registration

A reduced registration fee of US\$ 450.00 is available to employees of non-profit organizations. To register under this category, please e-mail Customer Service at customerservice@inta.org or call +1-212-768-1234 and attach a copy of your organization's IRS Determination Letter confirming valid non-profit status. Upon verification of your non-profit status, Customer Service will contact you to process your registration.

Government Officials Registration

A reduced registration fee of US\$ 450.00 is available to eligible government officials. Contact [Sharon Armogan](#) for more information.

Attendee List

To be included in the official attendance list distributed at the meeting, INTA must receive your registration by **October 12, 2007**.

Program Cancellations and Refunds

Full refunds will be issued only if a cancellation is received in writing by **October 5, 2007**.

Cancellations received after that date will be subject to a service charge of US\$ 100.00. No refunds will be issued for cancellations requested **after October 26, 2007 at 5:00 p.m. U. S. Eastern Standard Time**. Please send your cancellation requests to fax: +1-212-768-1234 or customerservice@inta.org.

Tuition Assistance Policy

Tuition assistance for this meeting may be available to eligible attorneys on the basis of financial hardship. For more information and to apply, please request an application form: Tuition Assistance, c/o CLE Administrator, International Trademark Association, 655 Third Ave., 10th Floor, New York, NY 10017, or send an email to cle@inta.org.

Continuing Legal Education (CLE) Credits (For U.S. attorneys)

This educational program is eligible for CLE credits. Please stop by the registration desk to fill out the necessary forms.

Visa Letters

In order to facilitate global attendance at INTA meetings held within the United States, INTA has compiled a short list of helpful [visa tips](#) for obtaining a U.S. visa quickly and painlessly.



REGISTER NOW FOR THE LEADERSHIP MEETING

To [register](#) for INTA's 2007 Leadership Meeting, you must log in by using your Username and Password. If you do not know your Username and Password, please click the [Forgot Login?](#) link at the top of this page or contact Customer Service at customerservice@inta.org or +1-212-642-1700 and they can provide that information to you.

Once you have registered for the 2007 Leadership Meeting, you will then be able to reserve a room at The JW Marriott Orlando, Grande Lakes or The Ritz-Carlton Orlando, Grande Lakes and register a guest, if you wish.

The last date to register for the meeting online is October 19, 2007.

If you have any questions about this process, please contact Customer Service at customerservice@inta.org or +1-212-642-1700.

