

ialci law of luxury goods & fashion series:

Intellectual property: how to protect, manage & monetize the know-how, intangible capital, brand image and reputation of luxury maisons & fashion brands

Timing: Morning, Tuesday 10 February 2015

Venue: Pullman London St Pancras 4 stars hotel, 100-110 Euston Road, NW1 2AJ, London

Final agenda

8.30 - 9.00 Registration and coffee

9.00 - 9.05 **Chair's opening remarks**

Melissa Morgia, ialci Member of the Executive Committee - responsible for the UK – and Counsel, BBC

9.05 – 9.30 **Case study - Joseph: the paradox of fashion?**

How does the legal team of the famous chain of multi-brand stores, Joseph, which also has its own eponymous label, ensure that IPRs of other brands are not infringed, in the Joseph stores and website, as well as during the production of Joseph's own fashion models and products? How to protect & enforce the IPRs of a global brand like Joseph, within the constraints of a particular legal budget?

Catherine Palmer, General Counsel, Joseph

9.30 - 9.55 **Kaldor v Lee Ann: is this a copy?**

How are design rights and copyright used, in the fashion sector, to protect prints? What is the latest case law on this field?

Alexander Rozycki, Barrister, 4-5 Gray's Inns Square

9.55 - 10.20 **Case study – Converse v its competitors**

The news chattered the fashion world last year, when Nike and Converse announced that they were suing many of their competitors for infringement of the "Chuck Taylor" iconic shoe. Learn all about this gritty case here.

Annabelle Gauberti, ialci President and Founding Partner, Crefovi

Questions and comments from the floor with chair and **Catherine Palmer**, General Counsel, Joseph

10.20 – 10.45 **How to protect the IP of luxury and fashion brands with other means than the law?**

Certain internet companies provide services which efficiently fight against counterfeiting and online infringement, without resorting to legal means. How does this technology complement the work done by lawyers to fight against the online pandemic of knockoffs? What services, exactly, are provided to brands?

Stuart Durham, General Manager UK, NetNames

10.45 - 10.50 **Chair's closing remarks**

Melissa Morgia, ialci Member of the Executive Committee - responsible for the UK – and Counsel, BBC

10.50 - 11.30 Tea, coffee, macarons and mini pastries from Ladurée

11.30 - 11.35 **Chair's opening remarks**

Melissa Morgia, ialci Member of the Executive Committee - responsible for the UK – and Legal Counsel, BBC

11.35 - 12.15 **Enforcing IPRs: a European concise guide for luxury and fashion businesses**

Some advice to fashion and luxury businesses, from a barrister and solicitors practising in England & Wales and France, as well as a lawyer practising in Germany, specialising in intellectual property, on the practical steps to take in order to enforce one's IPRs in France, Germany and the UK.

Holger Alt, ialci Member of the Executive Committee - responsible for Germany – and Partner, von Boetticher

Annabelle Gauberti, ialci President and Founding Partner, Crefovi

Jane Lambert, Barrister, 4-5 Gray's Inn Square

12.15 - 12.40 **How can celebrities successfully protect their personality rights and image rights in the UK?**

What is the state of play to efficiently protect celebrities' personality and images rights in the UK? What previous case law was used, in order to use the tort of passing off in relation to the facts opposing Rihanna to Topshop? What is the piece of advice to celebrities and to fashion brands?

Michael Skrein, Partner, Reed Smith

12.40 – 12.55 **How to protect personality and image rights? An original method**

How can celebrities successfully protect their personality rights and image rights worldwide? Hear it from the expert on the registration of image rights

Keith Laker, Partner, Icondia

12.55 - 13.00 **Chair's and ialci closing remarks**

Holger Alt, ialci Member of the Executive Committee - responsible for Germany – and Partner, von Boetticher

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Melissa Morgia, ialci Member of the Executive Committee - responsible for the UK – and Counsel, BBC