A Seminar to Launch the Institute of Brand and Innovation Law

3 June 2008 from 3.30 - 6.30pm
A Seminar to Launch the Institute of Brand and Innovation Law (IBIL)

On 3 June, 2008 the IBIL at UCL will host its first event since its establishment earlier this year. The seminar will discuss recent proposals and developments in European and English case law and legislation in the fields of trade marks, copyright and patents.

The seminar will be of interest to legal practitioners, academics, industry and government representatives and will ‘introduce’ IBIL and its activities to the IP community.

Chaired by Lord Neuberger of Abbotsbury, House of Lords

on **Tuesday 3 June 2008**, 3.30pm - 6.30pm

at University College London, Gower Street, London WC1E 6BT

Book your place with the attached form by 23 May.
Programme

15.30  Registration in the Jeremy Bentham Room (JBR)

16.00  Welcome  
Professor Sir Hugh Laddie QC, Director, Institute of Innovation and Brand Law, UCL  
Chair: Lord Neuberger of Abbotsbury, House of Lords

16.15  A boom with no Bubble?  
*The “O2 Holdings” case and comparative advertising*  
Geoffrey Hobbs QC, Barrister, One Essex Court Chambers

16.45  A Community Patent, the EPLA or nothing?  
*A view from the negotiating table*  
Robin Stout, Head of EU Policy, the UK Intellectual Property Office

17.15  Claims limited by use – more harm than good?  
*The judgment in Actavis and the decision in Mobil/friction reducing additive*  
The Rt. Hon. Lord Justice Jacob

17.45  Copyright harmonisation: the winners and the losers  
*An examination of the direction of EU harmonisation in the copyright field*  
Dr Tilman Lüeder, Head of Copyright and Knowledge-based Economy Unit, DG Internal Market, European Commission

18.15  Questions

18.30  Drinks Reception hosted by Dean Sandy Shandro, Faculty of Laws, UCL.
REGISTRATION INFORMATION

Enquiries
Lisa Penfold, Events Organiser at the Law Faculty, UCL
Direct telephone: +44 (0)20 7679 1514
Direct fax: +44 (0)20 7679 1442
Email: lisa.penfold@ucl.ac.uk
www: ucl.ac.uk/laws/clge

Postal Address and Venue
Faculty of Laws, UCL, Bentham House, Endsleigh Gardens,
London WC1H 0EG

Fees:
This event is free of charge.

Accreditation:
This event is accredited with 2.5 CPD hours by the Law Society, the
Bar Council and ITMA. This seminar also constitutes relevant CPD for
CIPA Fellows. Our Law Society provider reference is IU/UCL.

Sponsorship Opportunities
IBIL is seeking sponsorship to support its future events and activities.
If you are interested in supporting the Institute please see our website
for further information. See our website at:
http://www.ucl.ac.uk/laws/ibil

About UCL Law Faculty:
For more information about the Law Faculty at UCL see:
http://www.ucl.ac.uk/laws/

For more information about the work of the Institute of Brand and
Innovation Law see:
http://www.ucl.ac.uk/laws/ibil

A Seminar to Launch the
Institute of Brand and Innovation Law (IBIL)

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Please register me for the event on 3 June 2008.

☐ Please add me to the IBIL database. I would
like to receive information about future IBIL
events and courses.

We will never share our data with other organisations

PLEASE RETURN THIS FORM TO: Lisa Penfold,
Events Office, UCL Law Faculty, Bentham House,
Endsleigh Gardens, London WC1H 0EG

or fax it to 020 7679 1442
How to get to UCL

Rail Transport
Euston & King’s Cross for mainline rail services

The Tube
Northern Line:
Warren Street, Goodge Street,
Tottenham Court Road, Euston, King’s Cross

Victoria Line:
Warren Street, Euston, King’s Cross

Piccadilly Line:
Russell Square, Holborn, King’s Cross

Circle & Metropolitan Line:
Euston Square, King’s Cross

Buses, stopping outside UCL on Gower St.
10, 24, 29, 73, 134, 390