ABOUT THE INSTITUTE OF BRAND AND INNOVATION LAW (IBIL):

The Institute of Brand and Innovation Law at UCL Laws provides a unique forum for academics, the judiciary, policy-makers, the professions and users of the IP system to come together and exchange ideas on cutting-edge IP issues.

Professor Sir Hugh Laddie QC founded the UCL Institute of Brand and Innovation Law when he joined UCL in 2007. Inspired by Sir Hugh’s vision, IBIL has become a centre of excellence for intellectual property, inspiring students of all levels and raising awareness of IP issues across UCL and beyond.

The current Director of IBIL, and the first holder of the Sir Hugh Laddie Chair in IP, is the Rt Hon Sir Robin Jacob (Lord Justice Jacob). Sir Robin has continued the legacy and the outstanding vision of Sir Hugh Laddie and is fostering the strength of UCL in London as a centre for intellectual property practice and scholarship. He has helped to shape a multi-disciplinary research agenda on intellectual property, within UCL and more broadly worldwide, and leads IBIL’s young, dynamic IP team.

IBIL has organised a series of keynote IP seminars, attracting speakers from around the world. Our speakers have included Lord Hoffmann, Lord Justice Jackson, Lord Justice Kitchin, Chief Judge Randall Rader, Mrs Justice Macken, Mr Justice Arnold, Mr Justice Floyd, David Kappos (Director, USPTO), Benoit Battistelli (President, EPO), John Alty (Chief Executive, IPO), Bill Patry (Google Inc.), Professor Annette Kur, Professor Jan Brinkhof, Professor J Thomas McCarthy, Sydney Brenner, counsel from Amazon, AstraZeneca, Bristol Myers Squibb, GlaxoSmithKline, Nokia and Procter & Gamble, as well as senior representatives from the European Commission, the Intellectual Property Office and the Office of Fair Trading. Our audiences have exceeded 350 people per event from all sectors of the IP community.
Our staff have judicial, practical and academic experience and our advisory board consists of judges, practitioners and representatives of major intellectual property owners.

**Staff**

- Professor Sir Robin Jacob, *Sir Hugh Laddie Professor of IP Law and Director, IBIL*
- Dr Matthew Fisher, *Senior Lecturer and Co-Director, IBIL*
- Dr Ilanah Simon Fhima, *Senior Lecturer, and Co-Director, IBIL*
- Veronica Barresi, *Research Fellow and Co-Director, IBIL*
- Professor Daniel Alexander QC, *Visiting Professor & Barrister, 8 New Square*
- John Hull, *Visiting Lecturer & Consultant, Farrer & Co LLP*
- Dr Christopher Stothers, *Senior Teaching Fellow & Partner, Arnold & Porter (UK) LLP*
- Dr Ioannis Lianos, *Reader in Competition Law and Economics*
- Mark Anderson, *Visiting Lecturer & Partner, Anderson Law LLP*
- Stephen Jones, *Visiting Lecturer & Consultant, Baker & McKenzie LLP*
- Dr Frederick Mostert, *Visiting Professor*

**Advisory Board**

- Pravin Anand
  *Anand and Anand Advocates, India*
- Professor Lionel Bently
  *University of Cambridge*
- Alison Brimelow
  *former CEO of UK IPO, and former President of the European Patent Office*
- Professor Jan Brinkhof
  *Former Senior Judge of the Court of Appeal in the Netherlands*
- Professor Josef Drexl
  *Director, Max Planck Institute for Intellectual Property and Competition Law in Munich*
- The Hon Mr Justice Floyd
  *Patent Judge of the High Court*
- Andrew Griffiths
  *Reader in IP Law at Manchester University*
- Stephen Jones
  *Consultant & Patent Attorney, Baker & McKenzie LLP*
- The Rt. Hon. The Lord Neuberger of Abottsbury
  *Master of the Rolls and Head of Civil Justice*
- Judge Randall Rader
  *Chief Judge, Court of Appeal for the Federal Circuit, USA*
- David Rosenberg
  *Vice President, Corporate IP Policy, GlaxoSmithKline*
- Stephen Rubin OBE
  *Chairman, Pentland Group PLC*
SPONSORING THE INSTITUTE

IBIL has three tiers of annual sponsorship for the year 1 September 2012 – 31 August 2013

GLOBAL PARTNER - £10,000 (plus VAT) per annum:

Benefits

• Three free places on one of the Masters’ courses below (or one free place on three of the courses) in the 2011-12 academic session
• Six free places at the Innovation and Brands seminars and 15% discount on additional places
• 15% discount at other IBIL fee paying events during the 2012-13 academic session
• Two invitations to the dinner following the Sir Hugh Laddie Annual Lecture in June 2013 attended by senior judiciary, policy makers and industry leaders
• Advance notification and booking at all IBIL events

Recognition

• Name and logo of donating firm listed as a Global Partner on the following until 31 August 2013:
  o Institute of Brand and Innovation Law Website, with a link to the firm’s URL
  o Brochures at IBIL seminars, listed below
  o Event slide at IBIL seminars, listed below

Opportunities

• Opportunity to host a Signature IP Student Seminar at your offices between Dec – February each year, to be given by a distinguished IP speaker. This event presents an excellent recruitment opportunity.
• A named LLM IP Prize for excellence, in the sum of £250 each, to be awarded at the Annual UCL Prizewinners’ reception.

MAJOR PROFESSIONAL PARTNER - £6,000 (plus VAT) per annum:

Benefits

• Two free places on one of the Masters’ courses below (or one free place on two of the courses) during the 2012-13 academic session;
• Four free places at the Innovation and Brands seminars and 15% discount on additional places
• 15% discount at other IBIL fee paying events during the 2012-13 academic session
• One invitation to the dinner following the Sir Hugh Laddie Annual Lecture in June 2013 attended by senior judiciary, policy makers and industry leaders.
• Advance notification and booking at all IBIL events

Recognition

• Name and logo of the donating firm as a Major Professional Partner on the following until 31 August 2013:
  o Institute of Brand and Innovation Law Website, with a link to the firm’s URL
  o Brochures at all IBIL seminars, listed below
  o Event slide at IBIL seminars, listed below

Opportunities

• One named LLM IP prize for excellence in an LLM course, in the sum of £150, to be awarded at the Annual UCL Prizewinners’ reception
PROFESSIONAL PARTNER - £3,000 (plus VAT) per annum:

Benefits

- One free place on one of the Masters’ courses below during the 2012-13 academic session; and
- Two free places at the Innovation and Brands seminars and 15% discount on additional places
- One invitation to the dinner following the Sir Hugh Laddie Annual Lecture in June 2013 attended by senior judiciary, policy makers and industry leaders.
- Advance notification and booking at all IBIL events

Recognition

- Name of donating firm as a Professional Partner on the following until 31 August 2013:
  - Institute of Brand and Innovation Law Website, with a link to the firm’s URL
  - Brochures at all IBIL seminars, listed below
  - Event slide at IBIL seminars, listed below

IBIL COURSES:

IBIL Masters’ level courses, consisting of 11 two-hour seminars, in the field of intellectual property law; valued at £1250 per place for non-sponsor legal practitioners.

The Masters level courses are:

**The Law of Copyright and Designs**
This course explores in detail the law of copyright and designs in the United Kingdom and the European Union in relation to subject matter such as books, films, computer software, artistic works and performances. The course will focus on issues relating to acquisition of rights and also their infringement and enforcement.
Held on Monday (12 – 2pm) between October – December

**Technology and Intellectual Property Law**
This course aims to provide students with a detailed understanding of patent law and practice in the UK, and also covers select aspects of trade secrecy law where appropriate. The course examines the system for the registration of a UK patent, dealing with issues of procedure, patentability and entitlement as well as issues of infringement, defences and the determination of patent scope.
Held on Thursday (4-6pm) between October – December

**The Law of Trade Marks and Brands**
The aim of this course is to provide students with a detailed understanding of the law of trade marks in the United Kingdom and the European Union. The course will examine the system for registered marks (including the process of registration, revocation, invalidity and infringement) as well as common law marks.
Held on Thursday (4-6pm) between January – March

**The Commercialisation of Intellectual Property Law**
This course explores the application of intellectual property law in the commercial environment, including licensing, joint ventures and franchising.
Held on Monday (12 – 2pm) between January - March

A sponsor’s nominee who attends one of these courses will not be expected to sit the exam or other assessment, but will be presented with a certificate of attendance at the end of the course. Sponsors’ nominees attend the lectures (2 hours per week) but not tutorials.
IBIL EVENTS

Events in the sponsorship packages include:

**Innovation Seminar** (07 November 2012):
Patents and Telecoms

**Brands Seminar** (late February 2013):
Likelihood of Confusion in Trade Mark Law

**Sir Hugh Laddie Lecture** (12 June 2013)
To be delivered by Prof. Dr. Joachim Bornkamm

Other events at which sponsors receive a 15% discount during the 2012-13 session:

- 17 October  IBIL / Marques – Question the Trade Mark Judges
- 31 October  Digital Copyright Exchange / Orphan Works
- 6 – 7 November Conference on Standards, FRAND, NPEs and Injunctions
- 5 – 9 February  IP Transactions Course

IBIL CONTACTS

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