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.

The current Director, Sir Robin Jacob, has continued the legacy and the outstanding vision of IBIL’s founder, 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 programme on intellectual property, within UCL and more broadly worldwide, and leads IBIL’s young, dynamic IP team.

IBIL provides top quality teaching at undergraduate, postgraduate and PhD levels for tomorrow’s practitioners and IP thinkers. As well as giving students a thorough grounding in general intellectual property, our specialist Masters courses provide in-depth knowledge of aspects of IP which are generally not taught in the UK.

IBIL runs a serious program of events at the highest level, designed with the interests of sponsors in mind. Events include seminars, public lectures, conferences and workshops on all aspects of IP and we will actively seek input and ideas from our sponsors during the year.

IBIL’s reputation as the leading European centre for IP allows it to attract distinguished speakers from a diverse range of backgrounds. This provides the ideal forum for key issues to be debated as expert opinion can be heard from contrasting perspectives.
Past speakers have included:

**UK Judiciary**
- Lord Hoffmann;
- Lord Justice Floyd;
- Lord Justice Jackson;
- Lord Justice Kitchin;
- Mr Justice Arnold;
- Mr Justice Birss;
- The Rt Hon Sir Konrad Schiemann (also ECJ).

**Judiciary from around the world**
- Professor Dr Joachim Bornkamm (Judge, German Federal Court of Justice);
- Edger F. Brinkman (District Court of The Hague);
- Alain Girardet (Cour de Cassation, France);
- Dr Klaus Grabinski (German Federal Court of Justice);
- Gordon Humphrey (Member of the Second Board of Appeal, OHIM);
- Allan James (Senior Hearing Officer and Head of Trade Mark Tribunal, IPO);
- Fildema Macken (Former Judge of the Supreme Court of Ireland and ECJ);
- Professor Peter Meier-Beck (German Federal Court of Justice);
- Robert van Peursem (Court of Appeal, The Hague);
- Randall Rader (Chief Judge of the United States Court of Appeals for the Federal Circuit);
- Chief Judge Toshiaki limura (IP High Court, Tokyo);
- Mine Reimnitz (Landgericht, Dusseldorf);
- Marshall Rothstein (Supreme Court of Canada);

**Policy Makers**
- John Alty (Chief Executive, IPO);
- Benoit Battistelli (President, EPO);
- David Kappos (Director, USPTO);
- Raimund Lutz (Vice-President, EPO, former President of German Federal Patent Court);
- Senior representatives from the European Commission, the Intellectual Property Office and the Office of Fair Trading

**Academics**
- Professor Barton Beebe (New York University);
- Sydney Brenner (Nobel Laureate for Physiology or Medicine);
- Professor Dan Burk (University of California at Irvine);
- Professor Jan Brinkhof (University of Utrecht and former Presiding Judge of the IP Chamber of the Court of Appeal of The Hague);
- Professor Dennis Crouch (University of Missouri);
- Professor Hugh Hansen (Fordham University);
- Professor Annette Kur (Max Planck Institute for Innovation and Competition);
- Professor David Limebeer (University of Oxford);
- Professor J Thomas McCarthy (University of San Francisco);
- Professor Mark McKenna (University of Notre Dame);
- Dr Alexander von Mühlendahl;
- William F. Patry (Senior Copyright Counsel, Google);
- Professor Spencer Weber Waller (Loyola University Chicago);
- Professor Adrian Zuckerman (University of Oxford);

**And**
- Lawyers from Amazon, AstraZeneca, Bristol Myers Squibb, GlaxoSmithKline, Google, Nokia, Procter & Gamble and Richemont
Our staff have judicial, practical and academic experience and our advisory board consists of judges, practitioners and representatives of major intellectual property owners.

Our 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
- **Professor Ioannis Lianos**, Professor in Competition Law and Economics
- **Bhaavin Wallia**, Research Assistant
- **Daniel Alexander QC**, Visiting Professor & Barrister, 8 New Square
- **Mark Anderson**, Visiting Lecturer & Partner, Anderson Law LLP
- **John Hull**, Visiting Lecturer & Consultant, Farrer & Co LLP
- **Stephen Jones**, Visiting Lecturer & Consultant, Baker & McKenzie LLP
- **Dr Frederick Mostert**, Visiting Professor & Chief Legal Counsel, Richemont
- **Dr Christopher Stothers**, Senior Teaching Fellow & Partner, Arnold & Porter (UK) LLP
Our Advisory Board

- **Pravin Anand**  
  Anand and Anand Advocates, India
- **Professor Lionel Bently**  
  University of Cambridge
- **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 Rt. Hon. Lord Justice Floyd**
- **Professor Andrew Griffiths**  
  Professor, Newcastle University
- **Stephen Jones**  
- **The Rt. Hon. The Lord Neuberger of Abottsbury**  
  President of the Supreme Court
- **Randall Rader**  
  Former 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
GLOBAL Partner: £10,000 (plus VAT) per annum:

Benefits

- **Three free places** on either the Masters’ courses below in the 2014-15 academic session OR on the Two-Day “Patents in Telecoms” conference in Washington DC on 6 & 7 November 2014. Sponsoring firms can ‘mix and match’ this benefit, for example taking two places on a Masters course and one place at the conference.

- **Six free places** at the Autumn and Brands seminars and 15% discount on additional places

- **15% discount** at other IBIL fee paying events during the 2014-15 academic session

- **20% discount** on one place at the award winning CPD course on Intellectual Property Transactions: Law and Practice to be held in April 2015

- Two invitations to the dinner following the Sir Hugh Laddie Annual Lecture in June 2015 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 2015:
  - Institute of Brand and Innovation Law Website, with a link to the firm’s URL
  - Brochures at IBIL seminars, listed below
  - Event slide at IBIL seminars, listed below

Opportunities

- Opportunity to host a Signature IP Student Seminar at your offices, 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

- Up to **two free places** on either the Masters’ courses below in the 2014-15 academic session OR on the Two-Day “Patents in Telecoms” conference in Washington DC on 6 & 7 November 2014. Sponsoring firms can ‘mix and match’ this benefit, for example taking one place on a Masters course and one place at the conference.

- **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 2014-15 academic session

- **15% discount** on one place at the award winning CPD course on Intellectual Property Transactions: Law and Practice to be held in April 2015

- One invitation to the dinner following the Sir Hugh Laddie Annual Lecture in June 2015 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 2015:
  - 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

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 either the Masters’ courses below in the 2014-15 academic session OR at the Two-Day “Patents in Telecoms” conference in Washington DC on 6 & 7 November 2014; and

• Two free places at the Innovation and Brands seminars and 15% discount on additional places

• 15% discount at other IBIL fee paying events during the 2014-15 academic session

• 10% discount on one place at the award winning CPD course on Intellectual Property Transactions: Law and Practice to be held in April 2015

• One invitation to the dinner following the Sir Hugh Laddie Annual Lecture in June 2015 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 2015:
  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
IBIL Courses and Events in 2014-15

IBIL COURSES

IBIL Masters’ level courses, consisting of 11 two-hour seminars, in the field of intellectual property law; valued at £1500 per place for non-sponsor legal practitioners.

A sponsor’s nominee who attends one of these courses will not be entitled 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.

The Masters level courses are:

October to December 2014

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 Thursday (4 – 6pm)

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 Mondays (12 – 2pm)

January to March 2015

Patents and Trade Secrets
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)

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)
IBIL FORTHCOMING EVENTS

Events in the sponsorship packages include:

Autumn Seminar (19 November 2014):
**Intellectual Property and Crime**
Panel discussants include:
- Sir Anthony Hooper (former member of the Court of Appeal of England and Wales);
- Leon Livermoore (Chief Executive of the Training Standards Institute);
- Matt Cope (Deputy Director of IP Enforcement at the UK Intellectual Property Office);
- DCI Andrew Fyfe (Head of Police IP Crime Unit, City of London Police);

Brands Seminar (27 February 2014):
**The Average Consumer in Trade Mark Law**
Speakers include:
- Professor Dr Alexander von Mühlendahl (Former Vice President of OHIM);
- Laura Heymann (Vice Dean and Professor of Law at William and Mary Law School);
- James Mellor QC (Barrister at 8 New Square and co-author of Kerly on Trade Marks);
- Jenny Barker (Assistant General Counsel at GlaxoSmithKline).

Sir Hugh Laddie Lecture (25 June 2014)
To be delivered by Alex Kozinski (Chief Judge, 9th Circuit Court of Appeals, USA)

Other events currently in development at which sponsors receive a 15% discount during the 2014-15 session are:

15 October 2014
**IBIL / Marques – Ask the Trade Mark Judges**
The panel includes:
- Fidelma Macken (formerly a judge of the European Court of Justice and of the Supreme Court of Ireland)
- Sylvie Mandel (formerly a judge of the Cour de Cassation, France and formerly a chair of the First Board of Appeal, OHIM)
- Oliver Morris (Principal Hearing Officer and Company Names Adjudicator, UK IPO)
- His Honour Judge Richard Hacon (Intellectual Property Enterprise Court Judge)
http://trade-mark-judges.eventbrite.co.uk/

3 November 2014
CPD Course on **Drafting Clearer Contracts**
with Ken Adams
http://drafting-clearer-contracts.eventbrite.co.uk/

14 January 2015
**Trade Secrets Conference** (with CIPA)
IBIL SPONSORSHIP QUERIES

For queries about sponsorship, events and CPD courses, please contact:
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