

# UCL Institute of Brand & Innovation Law

## Sponsorship Opportunities

Academic session 2023-24



# UCL

# About the

# Institute of Brand and Innovation Law

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, Professor 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, post-graduate and PhD levels for tomorrow's practitioners and IP thinkers. As well as giving students a thorough grounding in general intellectual property, our specialist LLB Modules and Masters courses provide in-depth knowledge of aspects of IP which are generally not taught in other UK institutions.

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 taking input and ideas from our sponsors during the year.

IBIL's reputation as the leading international 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.

## **What you help us do**

Your support of UCL's Institute of Brand & Innovation Law (IBIL) helps us to:

- support first class academic research which helps to inform and shape IP law, policy and practice
- award a PhD scholarship for an IP specialism for a period of three years at up to overseas fees with a stipend
- strengthen the community of IP scholars in the UK through a programme of events including our "Work in Progress" events particularly encouraging early careers academics
- strengthen ties with the wider real world IP community with our events programmes
- encourage excellence in our students through named prizes of up to £500
- support our PhD students to organise and attend conferences which further their research and enhance their future careers
- support our LLB and LLM students with careers advice, work experience and mentoring programmes
- support our teams research excellence with research assistance.

# Our Team

Our team has judicial, practical and academic experience.

- **Professor Sir Robin Jacob**, Sir Hugh Laddie Professor of IP Law and Co-Director, IBIL
- **Dr Ianah Fhima**, Professor of IP Law, and Co-Director, IBIL
- **Dr Matthew Fisher**, Senior Lecturer and Co-Director, IBIL
- **Dr Alina Trapova**, Lecturer, IBIL
- **Dr Daniela Simone**, Honorary Lecturer, IBIL
- **Dr Peter Meier-Beck**, Honorary Professor, IBIL
- **Sir Christopher Floyd**, Honorary Professor, IBIL
- **Dr Christopher Stothers**, Honorary Professor of Practice
- **Professor Daniel Alexander KC**, Honorary Professor of Practice
- **Professor Amanda Harcourt**, Honorary Professor of Practice
- **Professor Mark Anderson**, Honorary Professor of Practice
- **Felipe Osorio Umaña**, UCL Laws Research Student - Laws Faculty Scholar
- **Joshua Bradley**, UCL Laws Research Student - IBIL Scholar
- **Alina Shchetinina**, UCL Laws Research Student - IBIL Scholar
- **Dr Lynne Chave**, Research and Admin Support
- **Lisa Penfold**, Events & CPD Manager
- **Cat Balogun** Events Manager

# Our PhD Students

It has never been more necessary or important to support earlier career researchers. One way that we do this at IBIL is to ring-fence a proportion of our sponsorship income for the IBIL Research Scholarship fund. The IBIL Research Scholarship is open to all UCL PhD applicants who are accepted by the Faculty of Laws and who are undertaking research in the field of intellectual property law. It is awarded on the basis of academic merit, and covers all university fees and provides an annual stipend for a period of three years.



**Joshua Bradley** was awarded the IBIL IP Research Scholarship in 2020. Josh is an engineering graduate, a licensed US attorney and former USPTO patent examiner, working in the unit for business method and software patents. He also holds a JD/MBA from the

United States and an LLM in IP law from Italy.

Josh is researching subject matter eligibility in patent law. He hopes that his research will advance reform of the current ambiguous standard of determining eligibility in the modern era with a more harmonized, certain, and predictable version of this complex area. He believes this research is important because the information age has ushered in new importance on data and 'information' inventions – such as Internet, software, and business method technologies – meaning that patent law may need to adapt, both in the US and globally, to incorporate these non-traditional inventions.



**Alina Shchetinina** was awarded the IBIL IP Research Scholarship in 2021. She holds an LLM from the University of Vienna (Distinction) where she obtained a grant from the Higher Education Scholarship Foundation for Law Students. Alina obtained both her

Bachelor (Distinction) and first Master (Distinction) Degrees at the Yaroslav the Wise National Law University of Ukraine. Prior to joining UCL, she worked as the Senior Legal Counsel at a German-based tech company.

Alina's research explores the impact of the dilution doctrine on the right to free speech.

# Speakers at our past events

## UK Judiciary

- Lord Hoffmann;
- Lord Kitchin;
- Lady Rose;
- Lord Justice Birss;
- Lord Justice Floyd;
- Lord Justice Jackson;
- Lord Justice Arnold;
- Mr Justice Meade;
- The Rt Hon Sir Konrad Schiemann (also ECJ)
- HHJ Anuja Dhir QC (Circuit Judge)
- HHJ Richard Hacon (IP Enterprise Court)

## Judiciary from Around the World

- The Hon Dr Annabelle Bennett AC SC (formed Judge, Federal Court of Australia, and Supreme Court of ACT);
- Prof. 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);
- Judge Alex Kozinski (United States Court of Appeals for the Ninth Circuit)
- Fildema Macken (Former Judge of the Supreme Court of Ireland and ECJ);
- Prof. Peter Meier-Beck (German Federal Court of Justice);
- Robert van Peurseem (Court of Appeal, The Hague);
- Randall Rader (Chief Judge of the United States Court of Appeals for the Federal Circuit);
- Chief Judge Toshiaki Iimura (IP High Court, Tokyo);
- Marshall Rothstein (Supreme Court of Canada);

## Policy Makers

- John Alty (Chief Executive, IPO);
- Benoit Battistelli (President, EPO);
- Margaret Haig (Head of Copyright Operations, UK IPO);
- David Kappos (former Director, USPTO);
- Raimund Lutz (Vice-President, EPO, former President of German Federal Patent Court)
- Senior representatives from the European Commission, the Intellectual Property Office, the Trading Standards Institute, Police Intellectual Property Crime Unit, and the Office of Fair Trading

## Academics

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

## And

- Lawyers from Amazon, AstraZeneca, BAE Systems, Bristol Myers Squibb, CapGeimini, GlaxoSmithKline, Google, Nokia, PRS for Music, Publishers Association, Procter & Gamble and Richemont

# IBIL Events in 2023-24

Events within the sponsorship packages include:

**Sir Hugh Laddie Lecture** (June 2024)

**Annual Innovation Seminar - EPO and UPC: Friends or Foes?** (November 2023)

**Annual Brands Seminar** (February 2024)

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## Other Events and Courses : 15% sponsors fee discount

**Patents in Telecoms Conference** (London - May 2024)

**Question the Trade Mark Judges** (March 2024)

**Privacy and Data: Law and Practice** (February 2024)

**IP Transactions: Law and Practice**

A 5-day intensive CPD Course from 15-19 April 2024

## Online CPD course:

**6-hour CPD courses on:**

- ▶ Drafting and Negotiating IP Terms in Research Contracts
- ▶ IP licensing: An advanced level drafting course
- ▶ Drafting and Negotiating Contracts with Universities
- ▶ Drafting and Negotiating Clinical Trial Agreements
- ▶ Introduction to Contracts
- ▶ Drafting "legal" clauses in commercial contracts
- ▶ IP Terms in Trade Mark Agreements
- ▶ Anatomy of an English Law Contract

**12-hour Lunch & Learn CPD course**

- ▶ IP Agreements: Law and Practice

See all our courses at: [www.ucl.ac.uk/ibil/events](http://www.ucl.ac.uk/ibil/events)

# Global Partner

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

## Benefits

- **Ten free places** at the Innovation and Brands seminars and 15% discount on additional places  
Annual Innovation Seminar  
Annual Brands Seminar
- **15% discount** at other IBIL fee paying events during sponsorship period
- **20% discount** on one place at the award winning CPD course on Intellectual Property Transactions: Law and Practice to be held in April 2024 **AND** the Privacy CPD course in February 2024, and other IP CPD courses
- **Three invitations** to the dinner following the Sir Hugh Laddie Annual Lecture.
- Advance notification and booking at all IBIL events

## Recognition

- o Name and logo of donating firm listed as a Global Partner on the following until 31 August 2024
- o Institute of Brand and Innovation Law Website, with a link to the firm's URL
- o Event slide at IBIL seminars

## Opportunities

- A named **LLB or LLM IP Prize for excellence**, in the sum of £500 each to be awarded at the Annual UCL Prizewinners' reception.



# Major Professional Partner

## MAJOR PROFESSIONAL PARTNER:

£6,000 (plus VAT) per annum:

### Benefits

- **Six free places** at the Innovation and Brands seminars and 15% discount on additional places  
Annual Innovation Seminar  
Annual Brands Seminar
- **15% discount** at other IBIL fee paying events during the sponsorship period
- **15% discount** on one place at the award winning CPD course on Intellectual Property Transactions: Law and Practice to be held in April 2024 **AND** the Privacy CPD course in February 2024, and other IP CPD courses
- **Two invitations** to the dinner following the Sir Hugh Laddie Annual Lecture.
- 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 2024:
  - Institute of Brand and Innovation Law Website, with a link to the firm's URL
  - Event slide at IBIL seminars

### Opportunities

- One named **LLB or LLM IP prize for excellence** in an LLM course, in the sum of £200, to be awarded at the Annual UCL Prizewinners' reception

# Professional Partner

**PROFESSIONAL PARTNER:**  
£3,000 (plus VAT) per annum

## Benefits

- **Three free places** at the Innovation and Brands seminars and 15% discount on additional places  
Annual Innovation Seminar  
Annual Brands Seminar
- **15% discount** at other IBIL fee paying events during the sponsorship period
- **15% discount** on one place at the award winning CPD course on Intellectual Property Transactions: Law and Practice to be held in April 2024 **AND** the Privacy CPD course in February 2024, and other IP CPD courses
- One invitation to the dinner following the Sir Hugh Laddie Annual Lecture in June 2024.
- Advance notification and booking at all IBIL events

## Recognition

- Name of donating firm as a Professional Partner on the following until 31 August 2024
  - o Institute of Brand and Innovation Law Website, with a link to the firm's URL
  - o Event slide at IBIL seminars

# Who to contact

**Director:**

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**Events, CPD & Sponsorship:**

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# ibil



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