

# UCL Institute of Brand & Innovation Law

## Sponsorship Opportunities

Academic session 2024-25



# 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 dynamic IP team.

IBIL's co-directors provide 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 PhD scholarships including fees and a stipend for an IP specialism for a period of three years
- 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 academic 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, moot coaching and mentoring programmes
- support our team's research excellence with research assistance.

# Our Team

Our team has judicial, practical and academic experience.

- **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**, Professor of Industrial and IP Law and Co-Director, IBIL
- **Dr Alina Trapova**, Lecturer and Co-Director, 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
- **Amanda Harcourt**, Honorary Professor of Practice
- **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
- **Alice Wickens**, UCL Laws Research Student - IBIL Scholar
  
- **Dr Lynne Chave**, Research Centre Manager
- **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.



**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.



**Alice Wickens** was awarded an IBIL IP Research Scholarship in 2022. Alice's PhD thesis is a critical analysis of the protection of the fashion industry under the current UK intellectual property regime.

Before joining UCL Laws, Alice was awarded a First Class LL.B degree at the University of Birmingham as a Sir Henry Barber Scholar, and an LL.M in International Business Law (Distinction) at Queen Mary University of London. Thereafter, she completed her BPTC and was called to the Bar. She then worked for three years providing civil court advocacy for a solicitor's firm in London.

# Speakers at our past events

## UK Judiciary

- Lord Hoffmann;
- Lord Kitchin;
- Lady Rose;
- Lord Justice Arnold;
- Lord Justice Birss;
- Lord Justice Floyd;
- Lord Justice Jackson;
- Mr Justice Meade;
- Mr Justice Mellor;
- 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

- Ingo Beckedorf, Chair of Legal Board of Appeal, EPO;
- 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);
- Judge Florence Butin, Unified Patents Court;
- Alain Girardet (Cour de Cassation, France);
- Dr Klaus Grabinski (President, Unified Patent Court);
- Allan James (Senior Hearing Officer, UK Trade Marks Registry, IPO);
- Judge Rian Kalden, Vice-President of the Unified Patent Court, former Presiding Judge of the Court of Appeal of The Hague
- Judge Alex Kozinski (US Court of Appeals, 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 (former Chief Judge, US Court of Appeals for the Federal Circuit);
- Judge Prathiba Singh (Delhi High Court, India)
- Sven Sturmman, Chair of 2nd Board of Appeal, EUIPO;
- Chief Judge Toshiaki Iimura (IP High Court, Tokyo);
- Marshall Rothstein (Supreme Court of Canada);
- Yanfang Wang (former Judge Supreme Court of China)

## Policy Makers

- Tim Moss (Chief Executive, IPO);
- Benoit Battistelli (President, EPO);
- Ignacio de Castro (WIPO);
- Charles Eloschway (USPTO);
- 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);
- Shira Perlmutter (US Copyright Office)
- Ruben Schellingerhout (European Commission)
- 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, IP Chamber of the Court of Appeal of The Hague);
- Prof. Dennis Crouch (University of Missouri);
- Prof. Hugh Hansen (Fordham University);
- Professor Bowman Heidan (CIP and UC-Berkeley);
- Prof. Anselm Kamperman-Sanders (Maastricht University)
- Prof. Annette Kur (Max Planck Institute for Innovation and Competition);
- Prof. Dev Gangjee (University of Oxford);
- Professor Hector MacQueen (University of Edinburgh);
- Prof. J Thomas McCarthy (University of San Francisco);
- Prof. Mark McKenna (University of Notre Dame);
- Professor Adam Mossoff (George Mason University);
- Dr Alexander von Mühldahl;
- William F. Patry (Senior Copyright Counsel, Google);
- Professor Lisa Ramsey (University of San Diego)
- Prof. Spencer Weber Waller (Loyola University Chicago);

## And

- Lawyers from Amazon, Apple, Associated British Foods plc, AstraZeneca, BAE Systems, Bristol Myers Squibb, CapGeimini, Dyson, GlaxoSmithKline, Google, Nokia, PRS for Music, Publishers Association, Procter & Gamble and Richemont.

# IBIL Events in 2024-25

Events within the sponsorship packages include:

**Sir Hugh Laddie Lecture** (June 2025)

**Annual Innovation Seminar** (4 December 2024)

**Annual Brands Seminar** (February 2025)

**Annual Copyright Seminar** (May 2025)

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

**UK Trade Marks Act 1994 at 30** (7 November 2024)

**Question the Trade Mark Judges** (25 March 2025)

**Privacy and Data: Law and Practice** (17 & 18 February 2025)

In-person 2-day course

**IP Transactions: Law and Practice**

In-person 5-day intensive CPD Course (31 March to 4 April 2025)

## 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 IP Contracts with Universities
- ▶ Drafting and Negotiating Clinical Trial Agreements
- ▶ Introduction to Contracts
- ▶ Drafting “legal” clauses in commercial contracts
- ▶ IP Terms in Trade Mark Agreements

**Lunch & Learn CPD course**

- ▶ IP Agreements: Law and Practice (12 hours)
- ▶ Anatomy of an English Law Contract (8 hours)

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  
Annual Copyright 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 2025 **AND** the Privacy CPD course in February 2025, 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 2025:
  - 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  
Annual Copyright 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 2025 **AND** the Privacy CPD course in February 2025, 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 2025:
  - 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 2025 **AND** the Privacy CPD course in February 2025, and other IP CPD courses
- **One invitation** to the dinner following the Sir Hugh Laddie Annual Lecture.
- Advance notification and booking at all IBIL events

## Recognition

- Name of donating firm as a Professional Partner on the following until 31 August 2025
  - 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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