

IPCLC

5th IP Case Law Conference

29-30 April 2024

Decoding Decisions: Insights
from Selected Case-Law



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Esteemed attendees,

I extend a warm welcome to all of you to our 5th Intellectual Property Case Law Conference, which this year coincides with the 30th anniversary of the EUIPO and 27 years of existence of the Boards of Appeal.

To 'live in interesting times' may be a curse in some cultures but represents the disruptive reality we find ourselves experiencing at the present time. Shifting economic and political forces in Europe and beyond impact daily life and oblige us to adapt constantly to new paradigms of understanding.

While changes in the intellectual property landscape are arguably less dramatic, legislation and case-law are ever-evolving, shaped by increasing complexity in the business environment – especially through modernized marketing tools and techniques, as well as the all-pervasive advancement of AI.

Our conference, held at the state-of-the-art EUIPO headquarters in Alicante, represents a unique opportunity for thought leaders, practitioners, and stakeholders from Europe and further afield to converge and share their insights into the current challenges of IP law – principally in the fields of trade marks, designs and copyright. Not only will this provide an opportunity to take stock of the intricate IP panorama, but also to indulge in future-gazing and wish lists for legislative initiatives to come that will fill any voids that case-law cannot be expected to tackle. This event is not just a conference: it is a forum for collaboration and networking, where the brightest minds in private practice, academia, the judiciary, and IP public administration come together to share ideas and experiences that can shed light on current and emerging issues. I hope you will take full advantage of the opportunities that this conference has to offer and, above all, enjoy the experience.

The hybrid format of this conference ensures accessibility and inclusivity, allowing for a broader exchange of ideas and perspectives. As we engage in panel debates and interactive discussions, we aim not just to share knowledge but to inspire action and foster connections that will benefit the future of intellectual property law.

I look forward to lively discussions, insightful presentations, and the invaluable opportunity to meet many of you over the next two days.

With warmest regards,

Gordon Humphreys

President of the Boards of Appeal *ad interim*



Introduction

The Intellectual Property Case Law Conference (IPCLC) is one of the major events organised by the EUIPO Boards of Appeal, with four previous biannual editions, warmly welcomed by audiences across the globe. The 5th edition takes place in a hybrid format, hosted at the EUIPO headquarters in Alicante on 29 and 30 April 2024.

Coinciding with the 30th anniversary of the EUIPO, this flagship event focuses on leveraging case-law as its cornerstone, while also delving into the recent legislative reforms across various intellectual property (IP) realms. Moreover, it explores the challenges that a high-tech environment presents for IP, in particular trade marks and designs. The conference gathers influential figures drawn from private practice, the judiciary, academia, and major IP offices to engage in discussions. The conference aims to provide insights into various facets of IP that are evolving rapidly as Big Tech plays an ever-greater role in our society.

An attendance certificate will be provided for those who request one. The language of the conference is English, but there will be simultaneous interpretation in French, German, Italian and Spanish (the official languages of the EUIPO).

CONFERENCE PROGRAMME

HYBRID EVENT
EUIPO AUDITORIUM AND ONLINE

MONDAY 29 APRIL 2024

08:30 - 09:15 Registration –
Welcome coffee / Connection

09:15 - 09:30 Welcome – Online Ambassador

Scott Stanley Lawyer, Cabinet of the President of the
Boards of Appeal, EUIPO

INTRODUCTION 09:30 - 09:40

Welcome Master of Ceremony

8 **Thomas
Frydendahl** Litigator at the EUIPO Boards of Appeal
Litigation Service, Member of the
Norwegian Board of Appeal (KFIR)

WELCOME AND OPENING STATEMENTS 09:40 - 10:10

João Negrão Executive Director, EUIPO

Jorma Hanski Chairperson of the Management Board of
the EUIPO and Director, Patents and Trade
Marks at the Finnish Patent and Registration
Office

**José Antonio
Gil Celedonio** Chairperson of the Budget Committee of
the EUIPO and IP Attaché at the Spanish
Permanent Representation of the EU

**Judge Savvas
S. Pappasavvas** Vice-President, General Court of the
European Union

Session 1: An Odyssey Through the Evolving Landscape of General Court Trade Mark Judgments

10:10 - 11:30

This session will address current procedural and substantive questions of the EU courts' case-law in trade mark matters. The esteemed speakers include judges of the EU General Court in Luxembourg as well as Chairpersons of the EUIPO Boards of Appeal, who will share their invaluable perspectives and insights on the changing trade mark jurisprudence environment.

Panel Leader Judge Savvas S. Papasavvas – Vice-President, General Court of the European Union

Topic 1: A distinct update on weak elements in trade mark inter partes cases

Speaker: Judge Ulf Öberg – General Court of the European Union

Topic 2: Better late than never? The acceptability of late evidence in case-law

Speaker: Judge Gabriele Steinfatt – General Court of the European Union

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Topic 3: Not everyone knows what you know: case-law on well known facts

Speaker: Judge Ion Gâlea – General Court of the European Union

Topic 4: The hardest walk is solo: Recent case law on single letters

Speaker: Sven Stürmann – Chairperson of the Second and Third Boards of Appeal, EUIPO

Topic 5: Delimiting reputed trade marks

Speaker: Nina Korjus – Chairperson of the Fourth Board of Appeal, EUIPO

Discussion 20´

11:30 - 12:00 Coffee Break

Session 2: A Deep Dive into the Latest Design Case-Law and Developments: Multi-Layered Perspectives

12.00 – 13.20

In recent years, design law has undergone important developments. With significant revamping of relevant legislation well underway in the EU, there is a surge in market interest surrounding designs of product parts, disclosure in a high-tech environment, and how to identify the common features of a design when considering invalidity on the ground of lack of individual character. The second session promises to make for compelling listening, with insightful information that will encourage debate on these evolving topics.

Panel Leader Maja Praljak – Judge at the Commercial Court in Zagreb

Topic 1: Beyond product safety and technical constraints: Challenges of standardised or 'common' design features

Speaker: Dr Iván L. Sempere – Founding partner of PADIMA

Topic 2: From Ferraris to Barbie doll heads: Dilemmas of designs of part products

10 **Speaker:** Elisabeth Fink – Member of the First and the Third Boards of Appeal, EUIPO

Topic 3: Disclosure in high-tech globalised environments: Assessing the complexities of online and third-country disclosures

Speaker: Eva Maierski – Partner at Lubberger Lehment, Specialist in Trade Mark, Design, and Copyright Law

Topic 4: Incoming waters: The latest on the Design Legislative Reform

Speaker: Dr Astrid Graul – Legal and Policy Affairs Officer, DG GROW, European Commission

Discussion 20´

13:20 - 14:50 Lunch Break

Session 3: Reconciling the Old with the New: Challenges of Trade Mark Modernisation 14.50 – 16.10

As industries, business practices, consumer behaviour and innovative technology add further layers of complexity, the need to understand what drives trade mark modernisation, and the legal challenges it poses, becomes increasingly crucial. Key professionals from both the private and public sectors will consider, from the applicant's perspective, the level of acceptance and adoption of motion, multimedia, and other forms of non-traditional trade mark types.

Panel Leader Augusto Drumond – Principal Legal Counsel, EU IP OPERATIONS, Amazon

Topic 1: The Twilight Zone: Placing limits on acceptable use of a mark in a form differing from the one registered

Speaker: Yann Basire – Director General of CEIPI and Director of the French section of CEIPI

Topic 2: Avoiding arbitrariness: The role of subcategories in genuine use

Speaker: Christoph Bartos - Member of the First and the Third Boards of Appeal, EUIPO

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Topic 3: Assessing the buy-in to motion, multimedia and other forms of non-traditional trade marks

Speaker: Nedim Malevic – Trade Mark/IP Counsel at Assa Abloy

Topic 4: Challenges of revamping trade marks: An in-house counsel perspective

Speaker: Desirée Russo – Trade Mark Counsel for PUMA SE

Discussion 20´

Session 4: IP Code-Breaking in the Era of AI Advancements

16.10 -17.30

While many undertakings and organisations still grapple with the challenges brought about by digital transformation, cutting-edge blockchain technologies and virtual reality transform everyday life. How have businesses coped? Do artificial intelligence and the Metaverse have a role to play in legal practice? Do generative AIs, such as ChatGPT, have an impact on lawyers' work? The fourth session will look into these pressing matters, as well as the IP enforcement challenges posed by Cyberspace.

Panel Leader Noemi Parrotta – Attorney at Law and Partner at Spheriens

Topic 1: IP in NFTs and Cryptocurrency – On the origin of 'specie'

Speaker: Hugh O'Neill – Head of Legal Practice Service, EUIPO

Topic 2: IP Professionals and the Metaverse: Grappling with VR and AI technology

Speaker: Avv. Emanuela G. Zapparoli – Counsel at Nunziante Magrone

Topic 3: IP Perils of Avatars in Cyberspace: Can law catch up with technology?

Speaker: Bharat Kapoor – Vice President, Authentix

Topic 4: Ten steps to protecting IPR in Cyberspace

Speaker: Sarah Bailey – Avocat à la Cour, Partner at Simmons & Simmons LLP

Discussion 20'

End of Day 1

20:00 - 22:30 Official Dinner

TUESDAY 30 APRIL 2024**09:00 - 09:30** Registration –
Welcome coffee / Connection**09:15 - 09:30** Welcome – Online Ambassador**Keynote address: Exploring New Paradigms of
Intra-Judicial Connectivity in IP
09:35 – 09:45**

With globalization, economic integration and digitization, courts face growing demands to resolve disputes that transcend territorial boundaries, whether due to the nature of the IP right, the manner of infringement, the parties involved, or the existence of parallel litigation across multiple jurisdictions. International judicial exchange and cross-pollination of approaches will contribute to IP judicial systems responding effectively to local requirements, while fostering harmonious engagement across borders to meet the challenges of our interconnected world.

Speaker: Ms Eun-Joo Min - Director, WIPO Judicial Institute**Keynote Address: Shaping Future IP Legislation:
A Corporate Wish List
09.45 – 09.55****13**

As new IP legislative initiatives evolve, stakeholder needs must be factored in. This presentation considers what concerns companies should ideally have addressed in today's fast evolving legislative landscape.

Speaker: Myrtha Hurtado Rivas – General Counsel
Brands, Marketing Properties, Licensing & Anti-
Counterfeiting at Société
des Produits Nestlé

Session 5: Copyright in Flux: What Does the Future Have in Store? 09.55 – 11.15

Protection of original literary, scientific and artistic works and the respective rights of their authors, performers, producers and broadcasters is crucial for fostering investment in creativity and promoting cultural diversity through content. This panel brings together experts and practitioners to exchange views on a wide range of topics, from copyrighted works becoming trade marks to the potential construction of an EU-wide copyright protection system and what it might look like.

Panel Leader Julie Samnadda – Member of the Legal Service (Intellectual Property), European Commission

Topic 1: Should the EU unify copyright laws?

Speaker: Professor Dr Eleonora Rosati – Of Counsel at Bird & Bird, Professor of IP Law at Stockholm University

Topic 2: The Copyright Register in action

Speaker: Péter Lábodó – Vice President, Hungarian Intellectual Property Office; Researcher, Institute of Information Society

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Topic 3: Italian Supreme Court case on the Vespa appearance

Speaker: Irene Calboli – Professor of Law, Texas A&M University School of Law

Topic 4: When copyright works become trade marks

Speaker: Dr Anastasiia Kyrylenko – Postdoctoral Researcher at the Universidade Católica Portuguesa and IP Consultant

Discussion 20´

11:15 - 11:50 Coffee Break

Session 6: Crafting the Future: New Perspectives for Geographical Indications

11.50 – 13:10

The new Regulation (EU) 2023/2411 establishes a unified GI instrument for the protection of craft and industrial product names throughout the EU. This GI is granted to products originating from specific places or regions, possessing qualities, reputation, or characteristics essentially linked to their geographical origin, and involving at least one production step in that area. As well as considering the more traditional AGRI GI regime, panel experts drawn from a wide range of business backgrounds will analyse the new Craft GI instrument. Additionally, pivotal topics like the interplay between GIs and EU certification and collective marks, together with the third-country dimension to GIs, will be considered.

Panel Leader Dr Anke Moerland – Associate Professor of Intellectual Property Law at Maastricht University

Topic 1: The New Craft GI: Opportunities and Challenges

Speaker: Katarina Kompari, Intellectual Property Legal Expert in the Legal Department and Team Leader of the GI reform team and the Knowledge Circle for GIs and Collective rights, EUIPO

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Topic 2: Broadening protection in Geographical Indications law

Speaker: Pilar Montero – Commercial Law Professor, Director Intellectual Property and Digital Innovation Alicante Master-Magister LVCENTINVS UA

Topic 3: Can CRAFT and AGRI GIs successfully meet the challenges of globalization?

Speaker: Dr Dev Gangjee – Professor of Intellectual Property Law at Oxford Law Faculty

Topic 4: Too good to be true? – Exploring triangulation between GI Regulations and certification or collective marks

Speaker Virginia Melgar – Chairperson of the Fifth Board of Appeal, EUIPO

Discussion 20´

13:10 - 14:40 Lunch Break

Session 7: Quality through Coherence and Consistency: Reflections and Visions

14:40 – 16.00

Harmonisation through soft law has been at the heart of numerous EUIPO initiatives over the past years. While the EUIPO's guidelines strive to achieve predictability at the first level of decision-making within the EUIPO, the Boards have made multiple efforts to encourage consistency and coherence at appeal level. This session discusses the steps that have been taken both within the EUIPO and nationally to foster decision-making quality and predictability, as well as considering what the future might hold.

Panel Leader Mladen Vukmir – ECTA President

Topic 1: Contributing to trade mark and design harmonization in the European Union: Trailblazing at the Boards of Appeal

Speaker: Gordon Humphreys – President of the Boards of Appeal ad interim, EUIPO

Topic 2: Latest achievements: The harmonisation of practice on bad faith (CP13) and public policy and morality (CP14)

Speaker: Joana De Moura Oliveira – IP Specialist and Team Leader of the Convergence of Practices team within the European Cooperation Service, EUIPO

Topic 3: Defining decisional quality at appellate level

Speaker: Prof. Dr Volker Michael Jänich – Friedrich Schiller University Jena, Gerd Bucerius Chair of Civil Law with German and International Intellectual Property Law, Judge at the Thuringian Higher Regional Court (OLG)

Topic 4: Striving for predictability: 10 years of EUIPO Guidelines

Speaker: Dimitris Botis – Director of the Legal Department, EUIPO

Discussion 20'

Closing Remarks **16.00 – 16.10**

Gordon Humphreys President of the Boards of Appeal ad interim, EUIPO

End of the Conference

SPEAKERS





WELCOME AND OPENING STATEMENTS

João Negrão - Executive Director, EUIPO

Mr João Negrão has held the position of Executive Director at the European Union Intellectual Property Office (EUIPO) since October 2023. Previously, he served as President of the EUIPO Boards of Appeal from April 2021, where he initiated the Boards' first Action Plan and led a series of productivity and decision-making improvements. His tenure included a notable increase in litigation success rates and the publication of 14 Consistency Reports, alongside the expansion of the Alternative Dispute Resolution service.

In 2011, Mr Negrão became the Director of the International Cooperation and Legal Affairs Department at the EUIPO, where he played a key role in expanding cooperation with EU national and regional IP offices through the European Union Intellectual Property Network. This collaboration resulted in the development of TMview and DESIGNview, advanced IT systems available in over 30 languages.

Prior to his roles at the EUIPO, Mr Negrão was involved with the Portuguese National Institute of Industrial Property, where he was the Director of International Relations and Promotion of Innovation in 2008 and headed the International Relations Cabinet from 2004, after joining the Cabinet in 2001.

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Jorma Hanski - Chairperson of the Management Board of the EUIPO and Director, Patents and Trade Marks at the Finnish Patent and Registration Office

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Jorma Hanski is responsible for the Patents and Trade Marks Department at the Finnish Patent and Registration Office. Since 2019, he has been the Chair of the Management Board of the EUIPO. He is also a member of the Administrative Council of the European Patent Organisation and the Chair of its Boards of Appeal Committee.

After graduating from the University of Helsinki in 1986, Mr Hanski worked as a legal counsel at the performing rights society in Finland, active in collective rights management. In 1990, he joined a major Finnish industrial corporation, working first in the legal service and, after completing his postgraduate studies, moving on to occupy various positions on strategic planning and corporate restructuring projects. Before joining the Finnish Patent and Registration Office in 2013, Mr Hanski was for 5 years the CEO of a leading Finnish patent law firm.

Mr Hanski has extensive experience in restructuring and transforming organisations and improving operating processes. He has a special interest in new service development and creating new ways of doing things in a close relationship with customers.



José Antonio Gil Celedonio - Chairperson of the Budget Committee of the EUIPO and IP Attaché at the Spanish Permanent Representation of the EU

José Antonio Gil Celedonio is a Member of the Spanish Senior Civil Service (Administrator of the State, XLVIII Promotion) and served as Director of the Spanish Patent and Trade Mark Office (2018-2022). In that capacity, he was Head of the Spanish delegation to WIPO, EPO and the EUIPO. He has been Chairperson of the EUIPO Budget Committee since 2021 and Vice Chair of the WIPO Program and Budget Committee since 2020. He has been a speaker at multiple seminars, training sessions and official courses.

He holds a degree in Contemporary History from the Universidad Complutense de Madrid and a master's degree in International Relations and Diplomacy from the Diplomatic School of Spain. He is currently studying Law at the Open University of Spain.

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Judge Savvas S. Papasavvas – Vice-President, General Court of the European Union

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Dr Savvas S. Papasavvas was appointed as a Judge at the General Court of the European Union in May 2004. Elected by his peers, he served in the capacity of President of Chamber from September 2010 until September 2016. He was elected Vice-President of the General Court by his peers in September 2019 and re-elected in September 2022. He is currently serving in that capacity. He is also a Member of the Administrative Committee of the Court of Justice of the European Union.

Born in Cyprus in 1969, he studied at the Law School of the University of Athens. He also completed postgraduate studies (DEA) in Public Law at the University of Paris II and doctoral studies (PhD) at the University of Aix-Marseille III. Admitted to the Cyprus Bar and a member of the Nicosia Bar since 1993, Dr Papasavvas continued his career as a lawyer until his appointment to the General Court.

Dr Papasavvas taught constitutional law and human rights at the University of Cyprus (1997-2002) before being elected Lecturer in Constitutional Law at that University (Department of Social and Political Sciences), where he taught until his appointment as Judge at the General Court. He is also a founding member of the European Law Institute.

He has published extensively in the fields of constitutional law, constitutional justice, human rights, EU law and EU competition law.

DAY 1

Session 1: An Odyssey Through the Evolving Landscape of General Court Trade Mark Judgments

Judge Savvas S. Papasavvas – Vice-President, General Court of the European Union

Dr Savvas S. Papasavvas was appointed as a Judge at the General Court of the European Union in May 2004. Elected by his peers, he served in the capacity of President of Chamber from September 2010 until September 2016. He was elected Vice-President of the General Court by his peers in September 2019 and re-elected in September 2022. He is currently serving in that capacity. He is also a Member of the Administrative Committee of the Court of Justice of the European Union.

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He has published extensively in the fields of constitutional law, constitutional justice, human rights, EU law and EU competition law.



Judge Ulf Öberg – General Court of the European Union

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Born in 1966 in Stockholm (Sweden), Mr Ulf Öberg graduated in law from the Stockholms universitet (University of Stockholm, Sweden) in 1991. He continued his studies at the Université de Paris I Panthéon-Sorbonne (University of Paris I, Panthéon-Sorbonne, France), where he obtained a Postgraduate Diploma in Common Market Law in 1992. In 1993, he graduated from the Institut d'études politiques (IEP) of Paris (Paris Institute of Political Studies, France) in International Relations.

He began his professional career as a researcher at the Swedish Defence Research Agency in 1992 and 1994 and participated, from 1993 to 1994, in the training programme for Swedish civil servants.

From 1994 to 1995, he was a legal adviser for European affairs at the Swedish Ministry of Foreign Affairs and then joined the Court of Justice as a Legal Secretary to Judge Hans Ragnemalm from 1995 to 2000.

Back in Sweden, Mr Öberg began an academic career as a researcher and lecturer at Stockholms universitet. He founded his own law firm and worked as a lawyer at Sveriges advokatsamfund (Swedish Bar Association) from 2006 to 2016.

Mr Öberg was appointed as a Judge at the General Court on 19 September 2016.



Judge Gabriele Steinfatt - General Court of the European Union

Born in 1977 in Germany, Gabriele Steinfatt studied law at Saarland University, Germany, and in Strasbourg, France. She earned a master's in business law and a European Law certificate from University Robert Schuman, Strasbourg in 2000, passed her First State Law Examination in 2002, and completed her Second State Law Examination in 2005. From 2002 to 2003, she followed postgraduate studies in International and European law at the Institute of European Studies of Saarland University. She earned her Doctor of Laws from Saarland University in 2012.

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Ms. Steinfatt served as a judge at the Administrative Court in Bremen, Germany, from 2005 to 2017 and at the Higher Administrative Court from 2017 to 2019.

An author and lecturer in European law, she has taught at Saarland University and the University of Bremen and was involved in training and examining young lawyers.

She was appointed as a Judge at the General Court on 26 September 2019.



Judge Ion Gâlea - General Court of the European Union

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Born in 1978 in Iași, Romania, Ion Gâlea graduated with a law degree from the University of Bucharest in 2000 and earned a master's degree in EU law from the University of Paris I, Panthéon-Sorbonne, as part of a Franco-Romanian program. He obtained another master's in international relations from Romania's National School of Political and Administrative Sciences in 2002, and a master's in European Studies from the University of Graz, Austria, in 2006. He completed his doctorate in law at the University of Bucharest in 2008.

Ion Gâlea began his career at the Romanian Ministry of Foreign Affairs as an attaché diplomatique (2000-2002) and later headed the EU Law Department (2002-2007). He served as a public notary from 2007 to 2009, before returning to the Ministry as an EU Law expert and Director (2009-2010), and then as General Director of Legal Affairs (2010-2016). He was Romania's Ambassador to Bulgaria (2016-2020) and became General Director of the European Bilateral Relations and Regional Cooperation Department in 2021.

He has also been an academic, serving as an assistant, lecturer, and senior lecturer at the University of Bucharest (2002-2021), where he became a professor in 2021. He has been a visiting professor in Armenia, Spain, and at the Romanian Diplomatic Institute.

Ion Gâlea has authored numerous legal publications and was appointed as a Judge at the General Court on October 27, 2021



Sven Stürmann – Chairperson of the Second and Third Boards of Appeal, EUIPO

Sven Stürmann, Chairperson of the Second and Third Boards of Appeal at the EUIPO, is a graduate in Law and Mediation and an internationally accredited Mediator (CEDR). He is a frequent speaker on European Union trade mark and mediation issues, both at the EUIPO and at international conferences. He has also published a broad range of articles related to European Union trade marks and mediation.

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Nina Korjus – Chairperson of the Fourth Board of Appeal, EUIPO

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Nina Korjus has a distinguished career in European law, culminating in her current role as the chairperson of the Fourth Board of Appeal of the EUIPO since January 2022. Prior to this, she served as a member of the Boards from February 2021. With over a decade of experience as a judge, including a 1.5-year tenure as the head of department at the Finnish Market Court, Nina also held the position of référendaire at the General Court of the EU for 8.5 years. Before that, she worked at the European Law Unit of the Finnish Ministry of Justice for four years, lastly as a counsellor of legislation. Nina holds a Master's degree in European Community Law from the College of Europe in Bruges (Belgium), which she completed in 2001. She has also contributed to the field through several published articles on trade marks and competition law.



Session 2: A Deep-Dive into the Latest Design Case-Law and Developments: Multi-Layered Perspectives

Maja Praljak – Judge at the Commercial Court in Zagreb

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Maja Praljak is currently a judge at the Commercial Court in Zagreb, with over 18 years of general professional experience and 9 years of experience specifically in IP litigation and insolvency cases. She is head of the department for standardisation of judicial practice, arbiter in arbitration proceedings for the protection of domain names and accredited mediator with the Croatian Mediation Association. She is an active lecturer at the Croatian Judicial Academy. She has acted as a speaker at an international authors'/creators' conference in Zagreb and at the Croatian Bar Association.



Dr Iván L. Sempere - Founding partner of PADIMA

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Dr Iván Sempere is Founding Partner of PADIMA, and was a Commercial Law Doctor and Professor of Law at the University of Alicante (UA) (2000-2015). He was named Honorary Professor of the UA in 2014. Both in academia and private practice, his focus is on 3D shape protection of designs, 3D trade marks, unfair competition, and trade dress perspective. He has represented top global brands at a prosecution and enforcement level. He is the author of numerous publications about entrepreneurship, innovation, and IP. He has chaired the INTA Design Committee (2022-2023) and is a past President of the University Enterprise Foundation FUNDEUN (2012-2018) and of the European Confederation of Young Entrepreneurs (2010).



Elisabeth Fink – Member of the First and the Third Boards of Appeal, EUIPO

Elisabeth Fink is a member of the EUIPO Boards of Appeal. She hears appeals in trade mark and design cases, co-chairs the Boards' working group on designs, and has participated in the pre-selection of the DesignEuropa Award.

Having obtained a law degree from Munich University and started her career with the German Patent and Trade Mark Office in 1991, she has dealt with administrative and judicial aspects of industrial property protection in various ways, and has held several posts both in the Legal Department and in the Trade Mark Department of the German Office.

From 2003 until 2009, she was a judge at the German Federal Patent Court and member of one of the Court's trade mark chambers.

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Eva Maierski - Partner at Lubberger Lehment, Specialist in Trade Mark, Design, and Copyright Law

Eva Maierski specialises in trade mark, design and copyright law. She advises and represents rights holders in disputes against counterfeiters and grey market traders and in protecting their distribution systems. Another focus of her work is strategic

32 advice on the protection and defence of product designs.

Eva Maierski studied law at the Ludwig-Maximilians-University in Munich. She was a research assistant at the law firm Bardehle Pagenberg. She joined Lubberger Lehment in 2015 and was appointed partner in 2022. According to JUVE, Eva Maierski is one of the '40 under 40' and is listed by Legal500 as a 'Next Generation Partner' in trade mark law.



Dr Astrid Graul – Legal and Policy Affairs Officer, DG GROW, European Commission

Dr Astrid Graul is a German IP lawyer with many years of professional experience in the intellectual property field, notably in the area of trade marks and industrial designs, both in the private sector and at the German PTO. She joined the EUIPO in 2009, where she worked in the Boards of Appeal and the Legal Department. Since 2022, she has been seconded to the DG GROW (IP Unit) of the European Commission where she co-led the reform of the designs legislation. She holds a PhD in Private International Law.

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Session 3: Reconciling the Old with the New: Challenges of Trade Mark Modernisation

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Augusto Drumond - Principal Legal Counsel, EU IP OPERATIONS, Amazon

Augusto Drumond is currently Principal Legal Counsel – IP Operations at Amazon in Luxembourg. He was an Intellectual Property Counsel at Philips Lighting and then Signify in the Netherlands from 2016 to 2019. Prior to working in-house, Augusto was in private practice in Cabinet Plasseraud, Paris, from 2007 to 2016, where he qualified as both French and European trade mark and design attorney. Augusto is a member of INTA and MARQUES and actively contributes to his committees. Augusto also holds a Brazilian bar association license and is an intellectual property and travel enthusiast.



Yann Basire – Director General of CEIPI and Director of the French section of CEIPI

Yann Basire, Associate Professor at CEIPI, University of Strasbourg, is the Director General of CEIPI. He is an expert in intellectual property law and, more specifically, trade mark law, and is the author of several articles and publications on the subject. For the past few years, he has been developing research dedicated to the interaction between intellectual property and pop culture. On this occasion, he is interested in the problem of fictional languages or, again, in that of fictional marks.

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Christoph Bartos – Member of the First and the Third Boards of Appeal, EUIPO

Christoph Bartos is a Senior Expert at the EUIPO. With a specialisation in European trade mark and design law, he has extensive experience in legal research and document preparation. Christoph holds a Magister iuris degree from the University of Vienna. Since 2011, he has been a Member of the Boards of Appeal, focusing on trade mark and design law cases, and is also a mediator. He is a frequent speaker at webinars, seminars and conferences at the EUIPO and internationally.



Nedim Malevic - Trade Mark/IP Counsel at Assa Abloy

Nedim Malovic has worked in IP in both London and Stockholm and is currently a TM/IP Counsel at ASSA ABLOY in Stockholm. He is also involved in a number of other IP-related activities, including blogging for award-winning IP blog The IPKat and acting as board member for the Swedish Anti-Counterfeiting Group, and has authored several legal publications.

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Desirée Russo – Trade Mark Counsel for PUMA SE

Desirée Russo has worked as a Trade Mark Counsel for PUMA SE (Germany) since December 2021. When she joined the company, she was responsible for trade mark-related matters in Europe and Africa. Now, she is responsible for Latin America, the Caribbean, Oceania and Italy.

38 In 2020-2021 she was a trainee at the EUIPO within the Pan-European Seal Programme. In particular, she worked at the First Board of Appeal.

Before moving to Spain, she worked as IP Counsel for two IP Firms in Torino (Italy), acquiring experience in trade mark law and brand protection activities.

She was educated at the University of Torino (Italy). She holds a Bachelor's Degree in Law for Companies and Institutions and a Master's Degree in European Legal Studies. Furthermore, she holds the Magister Lvcentinvs Master's Degree in Intellectual Property, obtained from the University of Alicante in 2020.

She has acquired a profound international background by living in five different countries, namely Italy, the UK, South Africa, Spain and Germany.

Last but not least, she speaks fluent Italian, Spanish, and English, and has an average understanding of French, German and Portuguese.



Session 4: IP Code-Breaking in the Era of AI Advancements

Noemi Parrotta – Attorney at Law and Partner at Spheriens

Noemi is a partner at the IP law firm Spheriens. She regularly manages IP disputes at both Italian and EU level, and has experience in advising clients in IP-related transactions. She regularly holds lessons for the Master's Degree in Luxury Goods Management – EMLUX at Università Cattolica of Milan and has contributed to the Italian IP law review *Giurisprudenza annotata di diritto industriale* since 2003. Noemi also serves as a chair of the Europe Amicus Subcommittee of INTA and is a member of the Famous & Well-Known Marks Team of MARQUES. She holds an LL.M. from UC Berkeley and a law degree from Università Cattolica of Milan. She is a qualified attorney in Italy, where she is also admitted to practice before the Supreme Court and the other Superior Courts, as well as in New York.

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Hugh O'Neill – Head of Legal Practice Service, EUIPO

Hugh is a qualified solicitor (England & Wales and Ireland) who has worked at the EUIPO since 2010. He is currently the Head of the Legal Practice Service in the Legal Department, where he is responsible, inter alia, for the elaboration of the EUIPO's Trade Mark and Design Guidelines on IP practice.

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Previously, Hugh was an IP litigator and was posted to the EUIPO office in Luxembourg as Liaison Officer, where he focused on representing the EUIPO in oral hearings before the General Court. Before joining the Legal Department, Hugh was an examiner and later a Head of Sector for decision takers in the Operations Department of the EUIPO. Before joining the EUIPO, for over a decade Hugh worked in the IP area, first as legal counsel in a blue-chip company based in London and then as Senior Counsel in an international law firm renowned for its IP practice.



Avv. Emanuela G. Zapparoli - Counsel at Nunziante Magrone

Emanuela G. Zapparoli is a Counsel in the Intellectual Property department at Nunziante Magrone, holding an LL.M in Intellectual Property Law from Queen Mary University of London. As a Italian-qualified attorney, she specializes in protecting intellectual and industrial property rights for Italian and international clients. Her expertise includes litigation, focusing on patent disputes, and she has extensive experience in trade mark, design, copyright, and unfair competition cases. Emanuela also handles non-contentious services, drafting contracts related to intellectual property rights, with a keen interest in software and new technologies.

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Bharat Kapoor – Vice President, Authentix

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Formerly the CEO of Strategic IP Information Pte, now a part of Authentix, Bharat has been focused on building effective global brand protection programs for over 300 brands across sectors such as fashion, FMCG, pharma, cosmetics, sporting goods, wines, and spirits. He has led the development of the best-in-class machine learning-based online brand protection technology and developed effective global teams to investigate counterfeiting and piracy on the ground in China, Asia, and Latin America. Prior to joining SIPI, he was an Associate Director at EY, where he led the business development and advisory services program for companies operating in the media, e-commerce, and advertising sectors. Bharat specialises in business strategy, process improvement and business development. He has a B.A. Honors from the University of Technology, Sydney.



Sarah Bailey – Avocat à la Cour, Partner at Simmons & Simmons LLP

Sarah Bailey is a partner based in the Paris office of the international firm Simmons & Simmons LLP. She is both a French-qualified lawyer and a solicitor of the Superior Courts of England and Wales. She holds a Certificate in Intellectual Property (trade marks and designs) from the Centre Robert Schuman at University of Strasbourg.

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Sarah advises on all aspects involved in the creation, exploitation and protection of trade marks, design rights and copyrights, and is also well versed on issues relating to unfair competition, dealing with both contentious and non-contentious matters. Sarah leads the firm's international Brands group.



DAY 2

Keynote address: Exploring New Paradigms of Intra-Judicial Connectivity in IP

44 Ms Eun-Joo Min – Director, WIPO Judicial Institute

Ms Min is Director of the WIPO Judicial Institute. Prior to her current position, she headed the policy and international cooperation work of the WIPO Building Respect for IP Division (2012-2017), and the legal development section of the WIPO Arbitration and Mediation Center (2007-2011).

Ms Min was a member of the Expert Advisory Group of the Medicines Patent Pool from 2011 to 2018, and is the author of a number of publications on IP enforcement and dispute resolution, including a chapter on cross-border intellectual property enforcement in the Oxford Handbook of Intellectual Property Law (Oxford University Press, 2018).

Ms Min holds a Ph.D. in law from Yonsei University in Seoul, Republic of Korea, and was a Fulbright Scholar at the University of Michigan Law School, US. She taught law at Yonsei University prior to joining WIPO and was an Adjunct Professor at Sogang Law School in 2013 and 2014.



Keynote Address: Shaping Future IP Legislation: A Corporate Wish List

Myrtha Hurtado Rivas - General Counsel Brands, Marketing Properties, Licensing & Anti-counterfeiting at Société des Produits Nestlé

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Myrtha Hurtado Rivas is a dynamic legal professional and global citizen. As the General Counsel Brand and Marketing Properties, Licensing, and Anti-Counterfeiting at Société des Produits Nestlé, she leads these critical areas worldwide. With expertise in intellectual property, anti-counterfeiting, and international business law, Myrtha brings a fresh and modern perspective to the field. She is also the founder and executive producer of the bilingual podcast *Leaderching*, where she explores topics of leadership and diversity. With her Peruvian heritage adding a final layer to her global perspective, Myrtha embodies the essence of a true global citizen. Her passion for driving change and her commitment to advancing the field of intellectual property make her a force to be reckoned with in the legal and business realms.



Session 5: Copyright in Flux: What Does the Future Have in Store?

**Julie Samnadda – Member of the Legal Service
(Intellectual Property), European Commission**

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Julie Samnadda is the chief intellectual property adviser (policy, legislation, litigation) in the European Commission Legal Service. Since 2010, she has appeared for the Commission before the European Court of Justice in every major IP case including *KaiKai*, *Pelham*, *Deckmyn*, *Premier League*, *IP Translator* alongside dealing with all IP legislation. She has negotiated WIPO treaties and IP aspects of the Withdrawal Agreement/TCA with the UK. She also manages the Commission's IPR portfolio.

Julie is admitted to the English bar and was a competition and IP associate at CMS, London. Later, she advised UKIPO as member of the UK Government Legal Department. She is a visiting lecturer at her alma mater the LSE.



Professor Dr Eleonora Rosati – Of Counsel at Bird & Bird, Professor of IP Law at Stockholm University

Eleonora Rosati is Full Professor of Intellectual Property Law at Stockholm University and Of Counsel at Bird & Bird. She also holds guest/visiting positions at several other institutions, including Universidade Católica Portuguesa, CEIPI-Université de Strasbourg, Trinity College Dublin, EDHEC Business School, Glion Institute of Higher Education, and the Centre for Intellectual Property and Information Law, University of Cambridge. Eleonora is editor of the Journal of Intellectual Property Law & Practice (Oxford University Press), a long-standing contributor to The IPKat, and co-founder of Fashion Law London.

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The author of several scholarly articles and books on IP issues, Eleonora regularly prepares technical briefings and expert opinions and delivers talks at the request, inter alia, of international organisations and EU institutions and agencies, as well as national governments and professional bodies and organisations. She has received multiple accolades and prizes for her work in the IP field, including: Managing Intellectual Property's '50 Most Influential People in IP' globally (2018); World Intellectual Property Review's 'Influential Women in IP' (2020); and the Adepi Award 2022 for contribution to shaping the interpretation of IP law in Europe (2022).



Péter Lábódy - Vice President, Hungarian Intellectual Property Office; Researcher, Institute of Information Society

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The Vice President for Legal Affairs, Hungarian Intellectual Property Office, Hungary, Mr Peter Lábódy has worked at the Office for more than 10 years and has also worked as a researcher at the Institute of Information Society at the National University of Public Service in Hungary since 2019. His research area focuses on copyright law and its intersections with the activities of digital platforms and artificial intelligence. Prior to this, he worked at the Ministry of Justice of Hungary and various law firms. He is an expert of the Hungarian Copyright Council, and speaks and publishes regularly on copyright law. He has held the role of Vice Chair of the Standing Committee on Copyright and Related Rights at the World Intellectual Property Office since 2019.



Irene Calboli - Professor of Law, Texas A&M University School of Law

Irene Calboli specializes in Intellectual Property, Trade, and Cultural Heritage Law. She is Regents Professor of Law at Texas A&M University School of Law and holds several honorary and visiting appointments, including at the University of Geneva, the University of Bologna, SciencesPo Paris, Bocconi University, Melbourne University, and Stanford University. In 2022, she was a Fulbright-Hanken Distinguished Chair in Business and Economics in Finland and, in 2018, a Fulbright Specialist Scholar at the Royle University of Law and Economics in Cambodia. She is a member of the editorial board of several scientific journals, including the Oxford Journal of Intellectual Property Law and Practice, the Queen Mary Journal of Intellectual Property, and the WIPO-WTO Colloquium Papers. She is an elected member of the American Law Institute and the European Law Institute. She serves on the board of several professional associations, including the European Policy for Intellectual Property Law Association (EPIP), the International Trade Mark Association, the Association of American Law Schools, and the International Law Association.

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Dr Anastasiia Kyrylenko - Postdoctoral Researcher at the Universidade Católica Portuguesa and IP Consultant

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Anastasiia Kyrylenko, PhD, is a postdoctoral researcher at the Catholic University of Portugal within the Horizon Europe project 'Promoting Fairness of the Music Ecosystem in a Platform-Dominated and Post-Pandemic Europe'. Anastasiia wrote her thesis at the Universities of Alicante and Strasbourg under a full-time Horizon 2020 MSCA scholarship (EIPIN Innovation Society). There, she examined intellectual property provisions under Association Agreements between the EU and Georgia, Moldova, and Ukraine. Since 2020, Anastasiia has been a contributing author to The IPKat blog. She also acts as consultant to the Ukrainian government in matters of intellectual property reform.



Session 6: Crafting the Future: New Perspectives for Geographical Indications

Dr Anke Moerland - Associate Professor of Intellectual Property Law at Maastricht University

Dr Anke Moerland (LL.M.) is Associate Professor of Intellectual Property Law at Maastricht University. She holds a PhD on Intellectual property protection in EU bilateral trade agreements. Anke has published widely on IP law and policy, with a particular focus on trade mark and GI law. Recently, her research interest has also focused on the implications of IP law for sustainability. Between 2018 and 2020, she held a visiting professorship at Queen Mary University of London in Intellectual Property Law, Governance and Art. Since 2023, Anke has served as Vice-Dean for Research and Director of the Graduate School of Law of Maastricht University.

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Ms Katarina Kompari – Intellectual Property Legal Specialist at the Legal Department and Team Leader of the Knowledge Circle for GIs and Collective Rights, EUIPO

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Katarina currently works at the EUIPO as an intellectual property legal specialist in the Legal Department. She is a Team Leader of the Knowledge Circle for Geographical Indications and Collective Rights (Traditional Terms for Wine, Traditional Specialities Guaranteed, Plant Variety Denominations, Collective and Certification Trade Marks), involved in developing the Office's relevant legal practice. She also leads the Geographical Indications Reform Team, closely following the new legislative proposals for the revision of the agricultural GI scheme and the new GI scheme for craft and industrial products in the EU.

Just before taking up her post at the EUIPO, she worked for the European Commission, at the Directorate-General for Agriculture and Rural Development in the Unit for Geographical Indications, where she obtained first-hand experience in examining GI applications from all over the world.

During her career, she has served as a Member of the Boards of Appeal of the Croatian State Intellectual Property Office, after working for over 10 years in the private sector. She worked both as an in-house counsel and as a trade mark and patent agent, advising on strategy and the management of IPRs and representing clients in various IP-related matters.



**Pilar Montero – Commercial Law Professor,
Director Intellectual Property and Digital
Innovation Alicante Master-Magister
LVCENTINVS UA**

Professor Dr Pilar Montero is expert in Intellectual Property at the Commercial Law Department-University of Alicante. She holds a Doctorate (PhD) from the University Complutense of Madrid, and is currently Director of the Alicante Master on Intellectual Property and Digital Innovation, Magister Lvcentinvs, ranked as the first IP and Digital Innovation Master's Degree in Spain. She has widely published books and articles on IP and the digital environment, such as the book Designations of origin and geographical indications, and more than 100 articles, particularly on GIs, such as 'The challenge of geographical indications for craft and industrial products at the European Union level'.

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She has been involved in IP/GI projects at several institutions, including the European Parliament, WIPO, the European Commission, the EUIPO, and the Spanish Patent and Trade Mark Office (OEPM). She has also been an advisor to producer groups and governments on GIs.

She is a member of the GI Research Unit of the Commercial Law Department at the University of Alicante, leading the Specialist Academic Diploma in Distinctive Quality Signs and Plant Breeding. She is also a Member of the European Commission's Observatory on the Digital Platform Economy.



Dr Dev Gangjee – Professor of Intellectual Property Law at Oxford Law Faculty

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Dev Gangjee is Professor of Intellectual Property Law at the Oxford Law Faculty. His research focuses on intellectual property, with a special emphasis on branding and trade marks, Geographical Indications and copyright law. His thematic research interests include the history and political economy of IP; collective innovation; the significance of registration for intangibles; and rights in data. He has acted in an advisory capacity for national governments, law firms, international organisations and the European Commission on IP issues.



Virginia Melgar - Chairperson of the Fifth Board of Appeal, EUIPO

Of French and Uruguayan nationality, Virginia Melgar graduated in Law from the University of Paris (Paris II Assas), (1981), and in Criminal Sciences from the Institute of Criminology Paris (1980). She has served in the following positions: Judge in France (1982); Public Prosecutor at the Versailles Court of First Instance (1984-1986); Magistrate at the Ministry of Justice Criminal division (1986-1991); Seconded National Expert at the Legal Service of the European Commission (1991-1994); Lawyer at the Legal Service of the Office for Harmonisation in the Internal Market (trade marks and designs) Alicante (1995-2001); Deputy Director of the General Affairs and External Relations Department of OHIM (2001-2004); Examiner of trade marks at the Trade Marks Department of OHIM (2004-2006); Principal Director Legal Affairs at the European Patent Office Munich (2006-2011); Lawyer at the cancellation and litigation department of OHIM (2011-2012); Lawyer at the Litigation Department of the EUIPO (formerly OHIM) (2012-2015); and Member of the Board of Appeal of the EUIPO (2015-2020). She is currently Chairperson of the Fifth Board of Appeal of the EUIPO, a role she has held since 4 April 2020.

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Session 7: Quality through Coherence and Consistency: Reflections and Visions

Mladen Vukmir - ECTA President

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Mladen Vukmir is the founding partner of VUKMIR + ASSOCATES, LLC, in Zagreb, Croatia. He obtained his law degree from Zagreb University School of Law and his Master of Intellectual Property degree from the University of New Hampshire Franklin Pierce School of Law. He has served as the ECTA President in 2022-2024 and is an ECTA Supervisory Board Member. He is the INTA President's Award 2020 Recipient and is a past member of the INTA Board of Directors and its European Global Advisory Council, as well as the past INTA Brands and Innovation and INTA ADR Committees Chair. He also served as the AIPPI Croatia President. He is an IMI-certified mediator, and the Croatian government has appointed him as an ICSID Conciliator. He is a practicing mediator and a trainer of mediators, as well as a WIPO Arbitration and Mediation Center member and a UDRP Panelist at WIPO and the Czech Court of Arbitration. He serves as an arbitrator at various arbitration institutions, including the Croatian Chamber of Commerce Permanent Arbitration Court.



Gordon Humphreys – President of the Boards of Appeal ad interim, EUIPO

Gordon Humphreys is currently Chairperson of the First Board and of the Third Board of Appeal at EUIPO, having joined the Boards in 2005. He was Head of the EUIPO Register Service from 2002-2005 and joined the EUIPO's Legal Department in 1997. He is also an accredited mediator with the Chartered Institute of Arbitrators (CI Arb) and qualified as an international commercial arbitrator with CI Arb in 2021. He has been a member of the EUIPO ADR Service since 2011.

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Prior to working at the EUIPO, Gordon was in private practice in Luxembourg and Brussels and qualified both as a barrister (England and Wales) and avocat (Brussels bar). He was also a member of the CI Arb Sub-Committee on Revision of Mediation Rules between 2016 and 2018. Gordon was educated at the universities of Buckingham (LL.B), Cardiff (LL.M), Liège (masters in economic law) and Alicante (specialist en derecho de la Unión Europea).

Gordon speaks and writes regularly on ADR, trade mark and design matters, and has co-edited *Mediation: Creating Value in International Intellectual Property Disputes*, Wolters Kluwer (2018) and was a contributing author in *Hasselblatt, Community Design Regulation: Article-by-Article Commentary*, 2nd edition (2018), Beck. He took up his duties as President of the Boards of Appeal ad interim on 1 October 2023.



Joana De Moura Oliveira – IP Specialist and Team Leader of the Convergence of Practices team within the European Cooperation Service, EUIPO

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Joana De Moura is the Team Leader of the Convergence of Practices team within the European Cooperation Service at the EUIPO. As an IP and Cooperation Specialist, Joana has several years of experience in identifying and developing European Common Practices in areas such as the classification of G&S, absolute and relative grounds for refusal, and designs. Common Practices are adopted by the Industrial Property Offices of the European Union in the interest of strengthening the consistency of IP practices throughout Europe.

A Portuguese native, Joana graduated with a law degree and has earned two postgraduate degrees in IP: Economics and Management of IP (ISEG, Lisboa) and IP Law (Classica, Lisboa). Prior to joining the EUIPO, she held a number of positions at the International Cooperation and Trade Mark and Design departments of the Portuguese Industrial Property Office (INPI) in Portugal.



Prof Dr Volker Michael Jänich – Friedrich Schiller University Jena, Gerd Bucerusius Chair of Civil Law with German and International Intellectual Property Law, Judge at the Thuringian Higher Regional Court (OLG)

Prof Dr Volker Michael Jänich was born in Hannover in 1964 and studied law at the University of Osnabrück, completing his First State Examination in 1989. He worked as a research assistant at the same university, focusing on civil, commercial, and business law, as well as civil procedure law, from 1989 to 1991. He completed his legal clerkship in the Higher Regional Court Oldenburg circuit, obtaining his Second State Examination in 1994.

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Dr. Jänich earned his Doctorate of Laws in 1993 from the University of Osnabrück, with a thesis on unfair competition law standards. He achieved habilitation in 2000, granting him the *venia legendi* in civil law, commercial and business law, and civil procedure law.

In 2001, he was appointed to the Gerd Bucerusius Chair of Civil Law, with a focus on the protection of industrial property, at Friedrich Schiller University Jena. He has served as a professor at this institution since his appointment. Additionally, in 2007, Dr. Jänich was appointed as a judge at the Higher Regional Court in Jena. He also held the positions of Vice Dean and Dean of Studies at the Faculty of Law, Friedrich Schiller University Jena, from 2013 to 2019.



Dimitris Botis – Director of the Legal Department, EUIPO

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Dimitris Botis studied intellectual property (IP) law in Athens and at Queen Mary University in London. He joined the EUIPO in 1997 and became part of the Litigation Service in 2006. He represented the EUIPO before the General Court and Court of Justice in several high-impact proceedings, including the ‘Lego Brick’, ‘B&Q Loudspeaker’ and ‘IP Translator’ cases. He became Head of the Litigation Service in 2011 and Director of the EUIPO’s Legal Department in 2021, a department responsible for defining the Office’s IP policy, legislative matters and horizontal legal affairs. He also co-authored the book *Trade Mark Law in Europe*, which was published by Oxford University Press.



Lead Commentator: James Nurton – Intellectual Property Writer, Editor, and Consultant at Lextel Partners

James Nurton is a writer and editor specialising in intellectual property. He was formerly managing editor of *Managing IP* and has contributed to publications including *WIPO Magazine*, *Alicante News*, *IPWatchdog*, *Bloomsbury Legal Briefings*, the *INTA Daily News*, *The Patent Lawyer*, *World Trademark Review* and *World IP Review*. He is a founder and director of the consultancy *Lextel Partners*, editor for *MARQUES* and host of the *Talking MARQUES* podcast, and a consultant to *Elipe*. James is based in London, UK and often takes part in conferences, seminars and webinars on IP worldwide. He enjoys cycling, walking, theatre and watching cricket.

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Master of Ceremony: Thomas Frydendahl - Litigator at the EUIPO Boards of Appeal Litigation Service, Member of the Norwegian Board of Appeal (KFIR)

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Thomas Frydendahl has broad experience in all aspects of IP law, particularly trade mark law and matters related to this field. He has extensive expertise and experience in Danish and European trade mark law and has written numerous decisions during his employment at the Danish Patent and Trade Mark Office and the European Union Intellectual Property Office, particularly at the EUIPO Boards of Appeal. While in private practice, he has provided advice and representation with a practical and commercial focus to clients, ranging from start-ups to global conglomerates in IP-matters. He has been a frequent lecturer for lawyers in the Nordic countries and has given several lectures at international conferences on topics related to European trade mark law. He currently works as a litigator representing the EUIPO in cases before the European Courts in Luxembourg.



Online Ambassador: Scott Stanley - Lawyer, Cabinet of the President of the Boards of Appeal, EUIPO

Scott currently works as a lawyer at the EUIPO Boards of Appeal, advising in particular on proceedings before the Grand Board of Appeal. He previously worked at the European Patent Office, where he advised management on European patent law. He has also worked as an examiner and in-house at a pharmaceutical company.

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He is a qualified solicitor (Ireland) and attorney-at-law (New York). He studied International Law at University College Cork and holds an LL.M. in Intellectual Property Law from Stockholm University.

His professional interests focus on the role of intellectual property in the pharmaceutical sector.

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