

# *IP in Retail*

# 2018

Thursday  
18th October

**London**

Prince Philip House, 3 Carlton House  
Terrace, London, SW1Y 5DG

Wednesday  
10th October

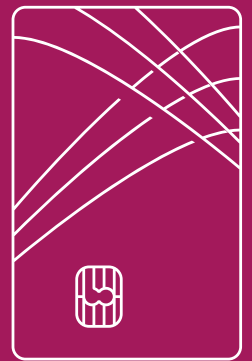
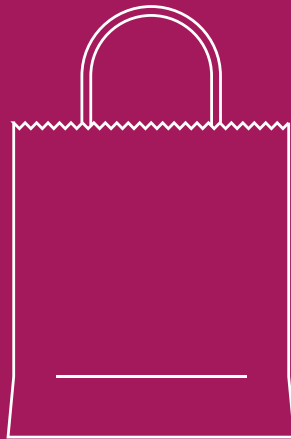
**Leeds**

HGF Leeds, 1 City Walk,  
Leeds, LS11 9DX

Thursday  
1st November

**Amsterdam**

Tobacco Theatre, Nes 75-87, 1012 KD  
Amsterdam, The Netherlands



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# Programme

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## **8.30am – 9.15am**

Registration and breakfast

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## **9.15am – 9.45am**

Protecting the “aura of luxury”

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## **9.45am – 10.15am**

Domain name disputes post-GDPR

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## **10.15am – 10.45am**

Securing competitive advantage through patenting

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## **10.45am – 11.05am**

Break

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## **11.05am – 11.35am**

Strictly personal

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## **11.35am – 12.05pm**

Good ads or bad ads

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## **12.05pm – 12.35pm**

Brand clearance and protection for retailers

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## **12.35pm – 1.30pm**

Lunch

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## **1.30pm – 2.00pm**

What has Christian Louboutin done for me?

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## **2.00pm – 2.30pm**

Members only

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## **2.30pm – 2.50pm**

Break

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## **2.50pm – 3.20pm**

Controlling brand use on social media

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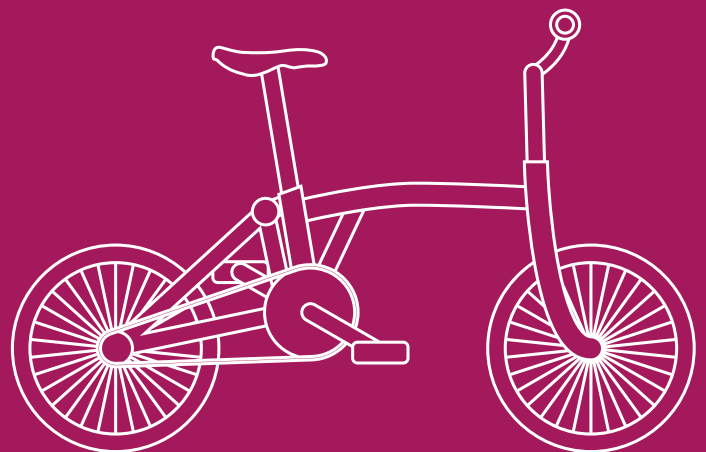
## **3.20pm – 3.50pm**

Distinctively distinctive

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## **3.50pm – 4.00pm**

Close. Please join us for drinks after the conference.



Please note there will be an adapted programme for the conference in Amsterdam

# Welcome

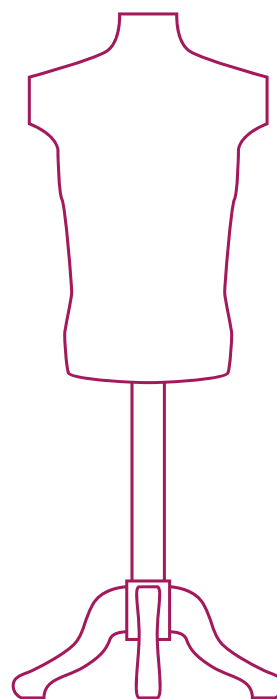
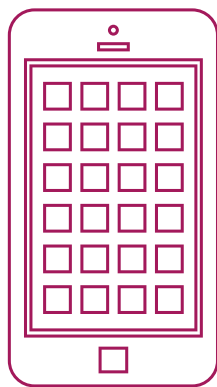
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Retailers have had mixed fortunes over the last 12 months. Some well-known names in the high street and retail parks, such as Maplin, Toys 'R' Us and Poundworld, are no longer with us. However, the sector overall continues to show growth, particularly in e-commerce, where the UK remains the third largest global market.

Whatever the uncertainties, intellectual property will continue to be a core asset of every retailer. In *IP in Retail 2018* we aim to deliver a little more certainty, as well as positivity and creativity, for the year ahead.

*8.30am – 9.15am*

Registration and breakfast



## Agenda

*9.15am – 9.45am*

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### Protecting the “aura of luxury”

In the light of Coty and other recent cases, what is classed as a luxury brand, what additional protection do they have and how does this impact on selective distribution agreements?



**Martyn Fish**

Martyn leads the IP litigation team at HGF. He has considerable experience of providing advice on all areas of IP law and has acted in a number of high profile IP disputes for retailers.



*9.45am – 10.15am*

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## Domain name disputes post-GDPR

How have the recent changes in disclosure of WHOIS information impacted on internet disputes? We also examine recent UDRP decisions involving retailers and discuss the themes which are emerging.



**Lauren Somers**

Lauren is a trade mark attorney who works with in a varied range of retail areas, including fashion, home furnishings, automotive, shoes and handbags. Lauren has prepared and delivered training to the management, marketing and design teams of a number of leading UK retailers.





*10.15am – 10.45am*

## Securing competitive advantage through patenting

We look at how patents have been used in the retail environment to secure competitive advantage. Patenting may be used to secure an advantage in relation to both retailing per se, whether online or in-store, and also in relation to retail products. We will consider patents filed by retailers and manufacturers of retail products as examples of what might be considered to achieve an advantage through patenting.

*10.45am – 11.05am Break*



**Dr Chris Benson**

Chris works primarily in electronics, computer software and physics. Chris advises a number of retailers in relation to protecting inventions and ensuring freedom-to-operate specific projects include protecting developments in online retail systems, apps and a range of retail products.



**Lucy Johnson**

Lucy is a European and UK patent and design attorney with extensive experience in the retail arena. Lucy has worked in-house in the FMCG sector and in private practice with SMEs in the craft and online retail sectors as well as with large corporate clients in relation to baby and toddler products.



*11.05am – 11.35am*

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## Strictly personal

With the retail experience trending sharply towards personalisation, we look at the key intellectual property and commercial issues to take into account.



**Marie McMorrow**

Marie is an intellectual property lawyer handling disputes across the full spectrum of intellectual property rights for a number of retailers including anti-counterfeiting, breaches of confidence and trade mark design and copyright infringements.



*11.35am – 12.05pm*

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## Good ads or bad ads

Where are the boundaries currently drawn by the ASA for pricing and price promotions?



**Antony Gold**

Antony is a lawyer who specialises in working with retailers across all fields of intellectual property and heads the retail team at HGF. Antony is highly ranked as an intellectual property litigator in the independent guides to law firms. Antony acted for Specsavers throughout its widely reported dispute with Asda, the outcome of which significantly developed a number of important areas of trade mark law for retailers.





*12.05pm – 12.35pm*

## Brand clearance and protection for retailers

When was the last time that you reviewed your procedure for the launch of a new brand? Is it fit for purpose? We review current best practice in the light of a number of recent decisions.



**Jonathan Thurgood**

Jonathan is a highly rated UK & European trade mark attorney whose clients include a number of global brands. Jonathan has dealt with many difficult and unusual cases, and has particular expertise in manufacturer/distributor disputes concerning ownership of trade mark rights.

*12.35pm – 1.30pm Lunch*



*1.30pm – 2.00pm*

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## What has Christian Louboutin done for me?

Will the recent Court of Justice decision impact on the opportunities for wider and more creative trade mark protection?



**Lee Curtis**

Lee is a trade mark attorney who focuses on supporting clients in the retail sector and works with many leading brands. Lee has a particular interest in multi-jurisdictional trade mark issues and has extensive experience of working with retailers in protecting intellectual property in their supply chain.



**Rebecca Field**

Rebecca is a trade mark attorney who actively manages the trade mark and design portfolios of retail and fashion industry clients. Rebecca advises on the protection and management of trade mark portfolios and also files domain name actions and deals with custom notices in relation to counterfeit goods. Rebecca has experience of working with retailers in protecting IP across the globe, notably in China and the US.





*2.00pm – 2.30pm*

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**Members only**

Collective, Certification and Geographical Indicator trade marks can be of enormous value to those eligible for membership of their clubs. It is important for retailers to understand their rules. Here we look at recent developments.

*2.30pm – 2.50pm Break*



**Adjoa Anim**

Adjoa is a trade mark attorney who provides advice to retailers and FMCG clients in a number of fields, including fashion and food, concerning brand selection and suitability, trade mark filing strategies and portfolio management of national and international trade marks. She also advises on IP aspects of license agreements and assignments.



2.50pm – 3.20pm

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## Controlling brand use on social media

With social media putting brands into customer's hands, what practical options are available to brand owners to supplement take-down notices, what is the potential liability of the social media site and are blocking injunctions a viable option? We consider how brand owners can best address this rapidly growing problem.



**Emily Shelton**

Emily is an intellectual property lawyer with experience of both transactional and contentious matters. She has worked on High Court and IPEC disputes in all areas of intellectual property. Her experience ranges from acting for large high street fashion retailers to FMCG companies and the automotive sector.



*3.20pm – 3.50pm*

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### **Distinctively distinctive**

Exactly where is the all-important line presently being drawn between distinctive and descriptive marks and how close to it can retailers sail in 2018?



**Richard Wylie**

Richard is a trade mark attorney who works for clients across a range of industries including retailers and other industry leading consumer brands. Richard's experience includes providing clients with strategic advice for brand management and development.

*3.50pm – 4.00pm Close. Please join us for drinks after the conference.*





## *About HGF's retail team*

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HGF is one of the largest full-service IP firms in Europe with over 160 IP professionals and 17 offices across the UK, Ireland, The Netherlands, Germany and Switzerland.

Our retail team acts for a growing number of the UK's high street and online brands and offers a full range of intellectual property services in retail and fashion including advising on social media, e-markets, advertising and design clearance, rebranding and portfolio management plus online/bricks and mortar brand protection.

Our LinkedIn groups have over 6000 members and are designed to bring together those in retail and fashion to discuss stories, recent IP developments and legal updates.

 Retail+IP

 Fashion+IP

 @hgf\_IP

# Global expertise from a European base



UK   Ireland   The Netherlands   Germany   Switzerland

With expertise in trade marks, patents and IP law HGF can protect and defend your business, product or service. For further information please contact Marketing on +44(0)113 233 0100 or email [marketing@hgf.com](mailto:marketing@hgf.com)

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HGF is dedicated to providing a comprehensive service both across the UK and internationally. If you would like to contact us and find out how we can work with your business, please email us at [enquiries@hgf.com](mailto:enquiries@hgf.com) to be referred to the right person for you.

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