



# Agenda

**10:00AM - 10:40AM**

**Lookalikes: where we have been, where we are and where we could be going.**

Presented by Michael Edenborough KC.

**10:45AM - 11:25AM**

**Protecting the trade mark in the era of the digital brand.**

Claire Davidson, Sofiat Kolawole from DRD Partnership and Harpreet Dhaliwal will share their insights from years of crisis and reputation management and brand communications into how legal teams can best collaborate with marketing and brand teams to protect brand reputation in the digital era.

**11:25AM - 11:55AM**

**Coffee Break**

**11:55AM - 12:25PM**

**Can you keep a secret?**

Trade secrets, strategies and protection; what, when & how to protect presented by Emma Cartwright and Michelle Davies.

**12:25PM - 13:15PM**

**Roundtable discussions based on industry sectors.**

Join our HGF industry experts Lee Curtis and Suzan Moss (retail), Sean McDonagh and Harpreet Dhaliwal (healthcare) & Jason Chester (food & drink) for our focused roundtable sessions, sharing experiences within a smaller group and gaining perspectives and learnings on key trends, challenges and successes within these industry sectors.

**13:15PM - 14:15PM**

**Lunch Break**

**14:15PM - 15:00PM**

**Exploring key trends and challenges presented by counterfeiters and the role anti-counterfeiting strategies and AI plays in both assisting and tackling counterfeiting activity.**

Moderated by Harri Berridge & Adjoa Anim with Chloe Long from ACG, Alastair Gray from INTA Anticounterfeiting and Juliana Fuches from Puma.

**15:00PM - 15:30PM**

**Restrictive practice of the EUIPO regarding granting of trade marks**

Delivered by Julia Saladin.

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**15:30PM - 16:00PM** **Coffee Break**

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**16:00PM - 16:30PM** **Owning the Influence**

Preserving your brand's identity in a creator economy, presented by Hanna Tiyamiyu and Tamsin Knight.

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**16:30PM - 17:15PM** **Building IP strategies from the ground up.**

Featuring John Johnston and Emma Reeves (Centrica). Moderated by Lauren Somers and Harpreet Dhaliwal.

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**17:15PM - 19:00PM** **Networking Drinks**

