HGF

BRAND & DESIGN CONFERENCE

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 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

16:00PM - 16:30PM

Owning the Influence.

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

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.

17:15PM - 19:00PM Networking Drinks