



Warsaw 2015

91st CONFERENCE
30th SEPTEMBER – 3rd OCTOBER 2015

A POLISH RHAPSODY – STAY TUNED IN PHARMACEUTICAL TRADE MARKS

CONFERENCE CHAIRMAN: FRANK MEIXNER

WEDNESDAY 30th SEPTEMBER

1830 – 2000 Welcome Reception in the Composers' Ballroom and Foyer, The InterContinental

THURSDAY 1st OCTOBER

0900 – 0915 Chairman's Opening Remarks in the Opera Ballroom of The InterContinental

0915 – 0955 A tale of three cities. Past, present and future of IP and pharma in a transition economy **Marek Lazewski**
(LDS Lazewski Depo & Partners)

0955 – 1035 The Founder's lecture – Private labels in OTC **Nicolas-David Lair**
(Sanofi)

1035 – 1100 **COFFEE**

1100 – 1140 Business & Trade Secrets (EU) **Barbara Kuchar**
(KWR Karasek Wietrzyk Rechtsanwälte GmbH)

1140 – 1220 Business & Trade Secrets (US) **Mathew Lombard**
(Lombard & Geliebter)

1220 - 1420 **LUNCH**

1420 – 1500 Developments in Russia **David Aylen**
(Gowlings)

1500 – 1540 Challenges and opportunities under China's new trade mark regime **Scott Palmer**
(Sheppard, Mullin, Richter & Hampton)

1540 – 1620 OHIM Common Practice on likelihood of confusion – more or less confusion for pharmaceutical trade marks? **Chris McLeod**
(Elkington & Fife)

1620 – 1645 **TEA**

Evening

1900 Meet in hotel lobby for coach transfer

1930 – 2230 The Kubicki Arcades (Dress: Casual)

FRIDAY 2nd OCTOBER

0900 – 0915 Chairman's Remarks

0915 – 1035 Reputation and crisis management for pharmaceutical companies - a communication challenge – part 1, the PR dimension

Richard Meredith
(Brunswick Group)

Reputation and crisis management for pharmaceutical companies – a communication challenge - part 2, the legal dimension

Tim Pinto
(Taylor Wessing LLP)

1035 – 1100

COFFEE

1100 – 1140 Preliminary injunctions and the court system in Poland

Karolina Marciszyn
(Kochanski Zieba & Partners)

1140 – 1220 Customs armoury in the fight against counterfeits

Sophie Molle
(World Customs Organisation)

1220 – 1420

LUNCH

1420 – 1500 The trade mark significance of colour for pharmaceuticals

Adrian Smith
(Simmons & Simmons LLP)

1500 – 1540 The generics environment today

Sergio Napolitano
(European Generic and Biosimilar Medicines Association)

1540 - 1620 An eye on pharmaceutical trade marks

John Ward
(Alcon)

1620 – 1630 Chairman's Remarks and Close of Conference

1630 – 1700

TEA

Evening

1900 Meet in hotel lobby for coach transfer

1930 – 0100 Gala Dinner and Dance at the National Theatre
(Dress: Black tie/Cocktail dress)

SATURDAY 3rd OCTOBER

Departure of Delegates and Guests