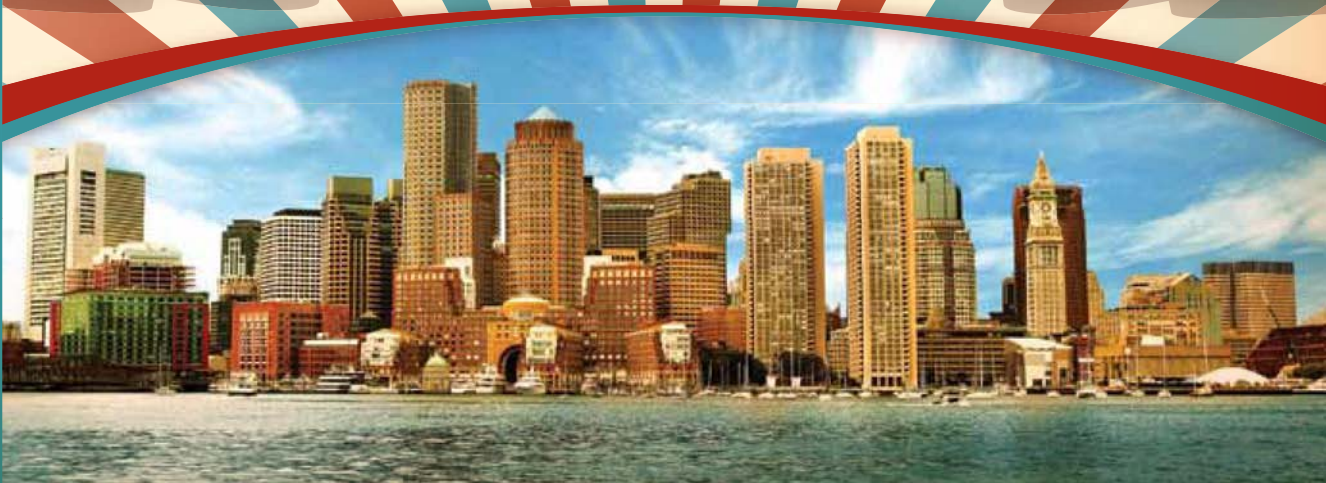


INTERNATIONAL TRADEMARK ASSOCIATION

BOSTON

132ND ANNUAL MEETING
MAY 22 - 26, 2010

VISIT WWW.INTA.ORG/GO/BOSTON



VISIT WWW.INTA.ORG/GO/BOSTON

and register today to get your trademark team the information
and resources needed to protect trademarks throughout the world!

INTA's Annual Meeting is the trademark community's premier event for networking, continuing legal education, and committee and client meetings. Valuable skill-building workshops, industry breakouts, interactive table topics, and trademark law sessions focused on international and U.S. topics, are packed into three days of education, while the numerous other events present the ideal opportunity to expand your reach and meet with colleagues. The Meeting also boasts an exhibition hall featuring more than 90 exhibitors debuting new products and services.

Make the Annual Meeting your meeting! Join us in Boston and stay current on trademark developments and:

- » learn best practices to protect trademark rights worldwide
- » discover effective strategies for resolving issues from the most respected minds in trademarks
- » obtain updated information on issues across geographic regions and industries
- » develop new relationships to expand your network of colleagues and clients
- » meet face-to-face with clients and associates to advance your business goals
- » earn CLE credits and CPD points



NEW ENGLAND

The most remarkable place ever named
by the light and mighty Power of God,
The name King of your Kingdom

PROGRAM AT A GLANCE

FRIDAY, MAY 21

8:00 a.m. – 5:30 p.m. **Basic Mediation Training – Day 1**

SATURDAY, MAY 22

8:00 a.m. – 5:30 p.m. **Basic Mediation Training – Day 2**

8:00 a.m. – 5:00 p.m. **Academic Course on International
Trademark Law – Day 1**

12:00 p.m. – 1:30 p.m. **Board of Directors Luncheon**

1:00 p.m. – 3:30 p.m. **Volunteer Service Project**

1:00 p.m. – 7:00 p.m. **Registration and Hospitality**

1:30 p.m. – 5:00 p.m. **Board of Directors Meeting**

1:30 p.m. – 3:30 p.m. **Table Topics**

7:00 p.m. – 11:00 p.m. **INTA Gala**

SUNDAY, MAY 23

8:00 a.m. – 12:00 p.m. **Basic Mediation Training – Day 3
(half day)**

8:00 a.m. – 5:00 p.m. **Academic Course on International
Trademark Law – Day 2**

8:30 a.m. – 4:30 p.m. **Tours**

9:30 a.m. – 7:30 p.m. **Registration and Hospitality**

10:00 a.m. – 12:00 p.m. **Table Topics**

10:00 a.m. – 12:00 p.m. **Committee Meetings**

11:00 a.m. – 1:00 p.m. **Madrid System Users' Meeting
(MSUM) organized by the World
Intellectual Property Organization
(WIPO)**

11:30 a.m. – 1:30 p.m. **Trademark Administrators Brunch**

12:00 p.m. – 4:00 p.m. **Exhibition Hall**

12:00 p.m. – 5:00 p.m. ***New in 2010!* In-House Counsel
Luncheon and Workshop**

12:15 p.m. – 2:15 p.m. **Committee Meetings**

1:00 p.m. – 3:00 p.m. **Table Topics**

2:30 p.m. – 4:30 p.m. **Committee Meetings**

4:00 p.m. – 5:00 p.m. **INTA Annual Meeting First-Time
Attendee Orientation**

5:00 p.m. – 6:30 p.m. **Welcome Reception – 'Boston
Uncommon'**

MONDAY, MAY 24

7:30 a.m. – 5:00 p.m. **Registration and Hospitality**

8:00 a.m. – 10:00 a.m. **Continental Breakfast**

8:30 a.m. – 4:00 p.m. **Tours**

9:00 a.m. – 10:15 a.m. **Opening Ceremonies and Keynote Address**

10:00 a.m. – 4:00 p.m. **Exhibition Hall**

10:30 a.m. – 7:00 p.m. ***New in 2010!* Academic Day***
 For the first time ever, join INTA's academic community for a unique day of programming and networking opportunities designed specifically for professors, adjunct professors and students of trademark law.

10:30 a.m. – 11:45 a.m. **Concurrent Sessions**

- » Video Game Content and Third Party IP – The Intersection of the First Amendment, Copyrights and Trademarks
- » The U.S. Perspective on Transitioning from Private Practice to In-House and Vice Versa
- » The Value and Treatment of Survey Evidence in Different Jurisdictions
- » Fragrance and Fashion Industry Breakout Session
- » Effective Legal Writing Workshop

12:00 p.m. – 1:15 p.m. **Concurrent Sessions**

- » Fraud on the PTO – What Do We Do Now?
- » Working with Advertising and Marketing Clients

» Proper Scope of Trademarks, Rights of Publicity and Other IP Rights – A Comparison of International Perspectives*

» Regional Update – Asia

» Legally Responsible Green and Natural Marketing

1:30 p.m. – 3:30 p.m. **Table Topics**

1:30 p.m. – 3:30 p.m. **Committee Meetings**

1:30 p.m. – 3:30 p.m. **Past Presidents Luncheon**

1:30 p.m. – 3:30 p.m. **Academic Day Luncheon***

3:00 p.m. – 4:30 p.m. **Press Reception**

3:45 p.m. – 5:00 p.m. **Concurrent Sessions**

- » Basics of OHIM Practice for Non-EU Lawyers – Clearance, Prosecution, Enforcement and Litigation
- » Vicarious Liability for Trademark Infringement Occurring Through Auction Sites
- » A Comparative Study of Trademark Litigation in Europe
- » Industry Breakout – Spending Less on Marks in the Toys, Games and Entertainment Industry
- » Protecting Your Trademark Assets through Due Diligence in Corporate Transactions

3:45 p.m. – 5:00 p.m. **Considerations for Careers in Trademark Law: A Panel Discussion for Law Students***

3:45 p.m. – 5:45 p.m. **Committee Meetings**

4:30 p.m. – 5:30 p.m. **INTA Political Action Committee (PAC) Reception**

* Included as part of Academic Day

4:30 p.m. – 5:30 p.m.	China Reception
5:15 p.m. – 7:15 p.m.	Academic and Young Practitioners Happy Hour*
9:00 p.m. – 11:30 p.m.	President's Dessert Reception

TUESDAY, MAY 25

7:30 a.m. – 5:00 p.m.	Registration and Hospitality
8:00 a.m. – 10:00 a.m.	Table Topics
8:00 a.m. – 10:00 a.m.	Committee Meetings
8:00 a.m. – 10:00 a.m.	Continental Breakfast
8:30 a.m. – 10:00 a.m.	INTA Roundtable Hosts Breakfast
8:30 a.m. – 4:00 p.m.	Tours
9:00 a.m. – 4:00 p.m.	Exhibition Hall
10:15 a.m. – 11:30 a.m.	Concurrent Sessions

- » Domain Names – How to Protect Your .assets
- » Outsourcing and the Ethical Issues that Arise
- » Non-Traditional Trademarks – Trademarks vs. Designs
- » Industry Breakout – For Adults Only
- » Maximizing Brand Value – Top Tax Strategies for Brand Owners

10:30 a.m. – 12:00 p.m.	Association Brunch
11:45 a.m. – 1:00 p.m.	Concurrent Sessions

- » Trademark Trial and Appeal Board Proceedings

- » Internet Law Update – Domain Names, Ad Words and Auction Sites
- » Monetary Remedies in Trademark Cases
- » Regional Update – China
- » Antitrust Implications of Trademark Agreements

1:15 p.m. – 3:15 p.m.	Table Topics
1:15 p.m. – 3:15 p.m.	Committee Meetings
3:30 p.m. – 4:45 p.m.	Concurrent Sessions

- » Building the Bridge Between Legal and Marketing
- » Trademarks and Celebrities
- » Regional Update – South America
- » Industry Breakout – All About Your Health

3:30 p.m. – 5:00 p.m.	Workshop
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- » The Trademark Attorney in the Eye of the Storm – Navigating a Complex Brand-Driven Acquisition

3:30 p.m. – 5:30 p.m.	Committee Meetings
5:00 p.m. – 7:00 p.m.	In-House Counsel Reception
6:00 p.m. – 7:00 p.m.	Government Officials Reception

WEDNESDAY, MAY 26

7:30 a.m. – 2:00 p.m.	Registration and Hospitality
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8:00 a.m. – 10:00 a.m.	Table Topics
8:00 a.m. – 10:00 a.m.	Committee Meetings
8:00 a.m. – 10:00 a.m.	Continental Breakfast
10:00 a.m. – 2:00 p.m.	Exhibition Hall
10:00 a.m. – 3:00 p.m.	Tours
10:15 a.m. – 11:30 a.m.	Concurrent Sessions
»	Annual Review of U.S. Federal Case Law and TTAB Developments
»	USPTO Practice for Non-U.S. Attorneys
»	Regional Update – <i>Africa Crammer</i> – Ex Africa semper aliquid novi
11:45 a.m. – 1:00 p.m.	Concurrent Sessions
»	Treatment of Trademark Use in Different Jurisdictions
»	U.S. Government Resources for Protecting and Enforcing IP Abroad
»	OHIM Case Law Update
»	The International Perspective on Transitioning from In-House to a Law Firm and Vice Versa
»	Travel Industry Breakout – Going Places
1:15 p.m. – 3:15 p.m.	Table Topics
1:15 p.m. – 3:15 p.m.	Committee Meetings
7:00 p.m. – 11:00 p.m.	Grand Finale – Museum of Science – ‘Energy in Motion’

MARK YOUR CALENDAR FOR THESE IMPORTANT DATES

- » **Friday, March 26:** Early registration deadline*. Register by this date to receive exclusive member and non-member discounts.
- » **Friday, April 16:** Tour registration deadline. Register for your tour by this date. Tour cancellations will not be accepted after this date.
- » **Friday, April 23:** No refunds will be issued for registrations made after this date. Cancellation requests received between Saturday, March 21 and this date qualify for a refund of the base registration fee, minus an administrative fee of US \$150. Additional items are non-refundable.
- » **Friday, April 30:**
 - o Hotel registration deadline* – no rooms will be available in INTA’s block after this date
 - o Pre-Meeting registration deadline – registrations must be made onsite after this date

* You must first register for the Annual Meeting before you can reserve your hotel room.



EXHIBITION & SPONSORSHIP

Being an exhibitor or sponsor at INTA's Annual Meeting cost effectively enhances your organization's recognition within the trademark community, strengthens your relationships with your clients, generates new business and demonstrates your organization's presence in the industry.

Don't miss your chance to stand out at the most eagerly awaited gathering of influential trademark practitioners and decision-makers. **For more information on exhibition and sponsorship, as well as advertising, visit www.inta.org/go/boston.**

MEMBERSHIP

Join INTA Today for ONE MORE WAY TO SAVE!

Become an INTA member and save US \$500 or more on your Annual Meeting registration! This savings is the difference between the member and non-member registration rate, and when you become a member today you'll immediately gain access to all of INTA's online resources, searchable databases, publications, continuing legal education, networking opportunities, and additional discounted meeting rates that will save your company time and money.

Learn how INTA can help you and your organization become more successful. Join today to begin reaping the benefits that thousands of your colleagues have been taking advantage of for more than 130 years! Visit www.inta.org/go/membership or email Peg Reardon, Manager, Membership Development, at preardon@inta.org.



Earn CLE Credits and CPD Points by attending the Annual Meeting!

CLE credits and CPD points are available for U.S. and U.K. attorneys.

Who Should Attend

- » Attorneys involved in Trademarks and IP-related fields
- » Trademark Owners and Trademark Agents
- » Trademark Administrators, Managers and Paralegals
- » IP Professors and Law Students
- » Service Providers

Contact Us

For questions regarding registration, contact INTA customer service at +1-212-642-1700 or customerservice@inta.org.

For questions regarding educational programming, email meetings@inta.org.

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