



**FICPI open seminar on
EUROPEAN TRADEMARK & DESIGN PROTECTION:
Almost everything has changed in 2016!**

Malmö, Sweden, September 8, 2016

Invitation

FICPI SWEDEN is the Swedish part of FICPI which is an international organization, with members from more than 80 countries. FICPI works for patent and trademark attorneys in the free profession, with issues relating to their daily work as well as IP law issues on a global scale. The membership in FICPI SWEDEN, which is prerequisite for membership in FICPI International, provides a global network of IP professionals, and a possibility to understand and participate in the development of IP law throughout the world.

FICPI SWEDEN runs regular seminars in Sweden focusing on current issues and trends in IP. The speakers are normally FICPI members from other countries of the world. The seminars are open for all, but FICPI members enjoy a reduced registration fee.

Now, at this event, we will deal with all the news related to EU Trade Marks and Community Designs, and what it means for IP protection from a Scandinavian point of view. The Regulation (EU) No 2015/2424 of the European Parliament and the Council amending the Community trade mark regulation entered into force on 23 March 2016. From that day, the Office is called the European Union Intellectual Property Office (EUIPO) and the Community trade mark is called the European Union trade mark. But, that is not the only news...

Speakers from EUIPO, the Swedish Patent- and Registration Office, the Association of Danish Intellectual Property Attorneys (ADIPA), the Committee of Authorized Industrial Property Attorneys in Finland, the Association of Swedish Authorized IP Attorneys (IPS), FICPI Sweden and other well-known IP experts will take you through the interesting future of European Trademark and Design protection.



See attached general information and detailed Program:



Open seminar on

EUROPEAN TRADEMARK & DESIGN PROTECTION

General Information:

Date/time: Thursday, September 8, 2016, 09.00 – 17.50

Venue: Quality Hotel View, Hyllie Stationstorg 29, Malmö, Sweden

Hotels: Please book a hotel room directly with the hotel. There are also several hotels nearby, see e.g. www.booking.com.

Registration: You just send an email to info@ficpisweden.se.

Please indicate:

- your name and invoice address,
- whether you are a FICPI member (individual member or member of a national group)

Price: 3,000 SEK (2,000 SEK for FICPI members), including lunch.

An invoice will be sent to you after registration, payment within 10 days.



EUROPEAN TRADEMARK & DESIGN PROTECTION Program:

09.00 – 09.20: **Welcome address:** Mr Lars Thyresson, President, FICPI Sweden
Introduction: Mr Petter Rindforth, Board Member, FICPI Sweden

09.20 – 10.00: **Class headings and new Article 28(8)**

- Situation before the judgment “IP Translator”
- Consequences of “IP Translator”
- Requirements of Article 28(8) EUTMR

Speaker:

Mr André Pohlmann, Member of the 5th Board of Appeal, EUIPO

10.00 – 10.40: **New absolute grounds following Legal Reform**

- The addition of the words ‘or another characteristic’ in Article 7(1)(e)(i)-(iii) – dealing with the shapes resulting from the nature of the goods, or that obtain a technical result or confer substantial value on goods
- PDOs and PGIs under Article 7(1)(j)
- Traditional terms for wine under Article 7(1) (k)
- Traditional specialities under Article 7(l)(l)
- Plant varieties under Article 7(1)(m).

Speaker:

Mr Gordon Humphreys, Chairperson of the 5th Board of Appeal, EUIPO

10.40 – 11.00: *Coffee break*

11.00 – 12.00: **Mediation**

- Introduction to Mediation in IP cases
- Presentation of the EUIPO’s Boards of Appeal Mediation Service
- Suitability of IP cases for mediation

Speakers:

Mr Théophile Margellos, President of the Boards of Appeal and Coordinator of the EUIPO’s Boards of Appeal Mediation Service

Mr Sven Stürmann, Team Leader of the Knowledge & Legal Support Team of the Boards of Appeal (EUIPO) and accredited Mediator (CEDR)

12.00 – 13.00: *Lunch*

13.00 – 13.30: **FICPI view and position as to the trademark changes in EU**

Speaker:

Ms Elia Sugrañes, Partner / General Director at SUGRAÑES Patentes y Marcas, Spain & Special Reporter (Trade Marks and Designs) of FICPI’s Study & Work Commission (CET)

13.30 – 15.20:

Praxis harmonization: The EUIPO Convergence Programme

Speakers:

Ellen Breddam, Plougmann Vingtoft, Denmark; vice president of ADIPA

Paula Sailas, trademark attorney at Berggren, Finland

Markus Dahlberg, Business developer, The Swedish Patent- and Registration Office - former Seconded National Expert at Convergence Central Team EUIPO.

15:20 – 15.40:

Coffee break

15.40 – 17.10:

Trademark and design attorneys in Denmark, Finland and Sweden – how to identify and how do they work?

Speakers:

Kim Finnilä, Senior IP Advisor, Partner, European Patent Attorney at Berggren, Finland / Member of “Nämnden för ombud för industriellt rättsskydd” (“Committee of Authorized Industrial Property Attorneys”)

Per Bjerdell, Chair of Swedish Intellectual Property (IP) Attorneys Association (IPS), and member of the Swedish Patent Attorneys Board, Sweden

Ellen Breddam, Plougmann Vingtoft, Denmark; vice chair of ADIPA

17.10 – 17.30:

Discussion, Summarizing & Conclusions

EUROPEAN TRADEMARK & DESIGN PROTECTION

Speakers:

Mr André Pohlmann



André Pohlmann is a member of the Fifth Board of Appeal (EUIPO). He is also a certified mediator. From 2006 to 2014, André was a legal adviser, first in the Trade Mark Department and later in the Legal Affairs Department of the EUIPO. From 2000 to 2006, André worked as a lawyer at an international law firm.

His work experience covers trademarks and designs, with a focus on European Union trademarks and Community designs. He defended many trade mark cases before the GC/CJ in Luxemburg, both as a representative of the parties and as an agent of the EUIPO.

During his time as a lawyer, André also handled domain name disputes and negotiated many settlement agreements.

Mr Gordon Humphreys



Gordon Humphreys is currently Chairperson of the Fifth Board of Appeal at EUIPO, having joined the Boards as a Member in 2005. He was Head of the Register Service from 2002-2005 and joined EUIPO's Legal Department in 1997.

He is also an accredited mediator with the Chartered Institute of Arbitrators and is a member of the EUIPO Mediation Service.

Prior to working at EUIPO, he was in private practice in Luxembourg and Brussels and qualified both as a barrister and a Belgian *avocat*.

Mr Théophile Margellos



Dr. Jur. Théophile M. Margellos is President of the Boards of Appeal. He served as Chairperson of the First (Trade Marks) and Third (Designs) Boards of Appeal and is coordinator of the EUIPO Mediation team. He studied law at the Universities of Athens (GR), Strasbourg (FR) and Freiburg i. Br. (DE).

He has successively worked as attorney at law specialised in IP and as referendaire in the EU Court of Justice (Luxembourg) and has been member of the legal service of the European Commission and European Patent Attorney.

He has also been law professor at the Jules Verne University in Amiens, France.

Mr Sven Stürmann



Sven Stürmann, LL.M., is a Lawyer and Mediator by the Universities of Göttingen, Berlin, (Germany) and Alicante (Spain). In 2004 he completed a Master of Intellectual Property Law in Alicante and is an internationally accredited Mediator (CEDR). Sven started working at the European Union Intellectual Property Office, EUIPO, in January 2004, having previously practiced as Attorney-at-law (Rechtsanwalt) and mediator in Berlin (Germany). Over the past eleven years at EUIPO he has worked as a Lawyer Linguist, Opposition and Cancellation Examiner, Legal Assistant of the 1st Board of Appeal, Legal Advisor and as Mediator. Since 2014 he is Team Leader of the Knowledge and Legal Support Team at the Boards of Appeal and Leader of the Knowledge Circle Appeal Processes. Sven is also Member of the Board of Appeal of the Community Plant Variety Office (CPVO) in Angers, France. He is one of the pioneering mediators at OHIM, having contributed decisively towards the establishment of OHIM's Mediation Service in 2011.

He is a frequent speaker for Mediation and Community trade mark issues, both at OHIM and international conferences and has published a broad range of articles concerning Mediation and Community trade marks in German, English and Spanish.

Ms Elia Sugrañes



Elia Sugrañes is Partner / General Director, and Head of the Trademark Department at SUGRAÑES Patentes y Marcas, Spain.

She is Attorney at Law, Spanish Patent and Trademark Attorney, as well as a European Union Trademark and Designs Attorney. Recognized Mediator before the World Intellectual Property Organization (WIPO) and Arbitrator in Spain in IP matters.

She is also Special Reporter (Trade Marks and Designs) of FICPI's Study & Work Commission (CET).

Ms Ellen Breddam



Ellen Breddam is Head of Trademarks and European Trademark & Design Attorney at Plougmann Vingtoft, Denmark. Prior to joining Plougmann Vingtoft, she was a partner at another major Danish IP consultancy, and has also worked for the Danish Patent and Trademark Office, first as a Legal Examiner and later as the head of a section where her main working area was development of legal practices in relation to trademarks and design. Furthermore, Ellen Breddam has acted as an Assistant Professor at the Faculty of Law at University of Copenhagen where she taught IP Law.

She was ECTA's General council from 2008-2012 representing Denmark, and is member of the board of directors for FIR (Foreningen Industriel Retsbeskyttelse) the Danish association relating to AIPPI (Association Internationale pour la Protection de la Propriété Intellectuelle) since 2014 – appointed by ADIPA.

Since 2010 she is the vice president of ADIPA (Association of Danish Intellectual Property Attorneys).

Her presentation will include: ADIPA: What in a name? The journey from the establishment of “De Danske Patent-Agenters Forening on 30. March 1901 to “the Association of Danish Intellectual Property Attorneys” in 2016.

Ms Paula Sailas, trademark attorney at Berggren, Finland,



Paula Sailas is Manager (TM Services) and Member of the Board at Berggren Oy Ab, Finland. She has a Master of Law (LL.M) from University of Helsinki, and Bachelor of Business Administration (BBA) Marketing.

She is an experienced member of a number of organizations and committees, such as the INTA Judicial Administration and TM Litigation EU Subcommittee, The Association of Finnish Patent Attorneys (SPAY), the Finnish Association for Protection of Intellectual Property Rights (STY ry), The Association of Finnish Lawyers (Suomen Lakimiesliitto), and The Finnish IT-law association (IT-oikeuden yhdistys ry).

She is member of FICPI Executive Committee, The Delegate of Finland since 2013.

Mr Markus Dahlberg



Macus Dahlberg is Business developer, The Swedish Patent- and Registration Office (PRV).

2014 – 2015 his worked as Seconded National Expert at Convergence Central Team of The European Union Intellectual Property Office (EUIPO), and before that as Seconded National Expert at European Cooperation.

He has also experience as Design Examiner and Trademark Examiner of PRV, as well as Marketing Manager Information Unit, and Information Specialist of PRV.

Dahlberg will focus his presentation on Design Convergence, especially CP6 and CP7.

Mr Kim Finnilä



Kim Finnilä is Senior IP Advisor and Partner at Berggren Oy Ab, Finland. With an extensive background in IP, his present focus is mainly on patents (being a European Patent Attorney) and related litigation, primarily in Europe. His responsibilities include developing the conflict management team and the foreign relations of the Berggren Group.

He also has a number of honorary positions and memberships in various national and international IP organizations, administrative bodies, delegations and working parties [including e.g. Chair of FICPI CET Group 7, past President of the Finnish Association for Corporate Patent Agents, past President of the European Patent Institute (epi)].

He is a member of “Nämnden för ombud för industriellt rättsskydd” (“Committee of Authorized Industrial Property Attorneys”)

Mr Per Bjerndell



Per Bjerndell is a European Patent Attorney and Swedish Authorized Patent Attorney. He has worked in the IP business since 1991, both in private practice and as in-house counsel for AkzoNobel, AstraZeneca, and as Group IP Counsel for the Trelleborg Group. He is presently working as in-house counsel for SP Processum AB in Örnköldsvik and as IPR coordinator for SP Technical Research Institute of Sweden.

He is a Technical Expert Member at the Stockholm District Court and Svea Court of Appeals, and Member of Swedish Patent Attorneys Board since the start in 2010.

President of the Swedish Intellectual Property (IP) Attorneys Association – IPS – since 2010 (board member since 2007).

His presentation will focus on IPS struggle for a public authorization of IP lawyers, including trademark & design attorneys, covering a brief recap of IPS work for a public authorization of patent attorneys and the creation of Patent Attorneys Board; why the authorization didn't extend to trademark & design attorneys; and where we stand presently.

Moderators:

Mr Lars Thyresson



Lars Thyresson is CEO, partner, co-founder of Hansson Thyresson Patentbyrå AB, Sweden. Thyresson specializes in intellectual property law and marketing law. He has previously worked as Examiner at the Swedish Patent- and Registration Office (PRV), as well as having long experience from other Swedish IP firms.

He is President of FICPI Sweden and the Swedish FICPI ExCo Delegate.

Mr Petter Rindforth



Petter Rindforth is Managing Partner of Fenix Legal KB, Sweden. He is a European Trademark & Design Attorney and a trained Mediator (member of the INTA International Panel of Neutrals). He serves as arbitrator/panellist for WIPO, National Arbitration Forum, IIS and the Czech Arbitration Court.

He is board member of FICPI Sweden, representing FICPI in the Intellectual Property Constituency (IPC) of The Internet Corporation for Assigned Names and Numbers (ICANN).