

## Collaborations and sponsorships



## Director:

**Prof. Dr. Esperanza GALLEGO SANCHEZ.** Chair of Commercial Law. Director of the Commercial Law Department.

**Prof. Dr. Pilar MONTERO GARCIA-NOBLEJAS.** Director of the Magister Lvcentinvs. Commercial Law Professor.

## Organization:

Commercial Law Department. University of Alicante

Magister Lvcentinvs. Master on Intellectual Property and Digital Innovation. University of Alicante

## Academic Committee from the Commercial Law Department

Dr. Altea Asensi Meras

Dr. Nuria Fernandez Perez

Dr. Vicente Gimeno Bevia

Dr. Pilar Iñiguez Ortega

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Mr. Ignacio Rabasa Martínez

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For more information on the programme and the participation (registration), please contact our office:

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# MAGISTER LVCENTINVS

# XVIII European Union Trade Mark Intensive Module

January 27 - January 31  
2020  
EUIPO



Diseño: Gabinete de Imagen y Comunicación Gráfica de la Universidad de Alicante. Impresión: imprenta.ua.es



## The Magister Lvcentinvs

Is one of the most prestigious European centres providing specialized education in Intellectual Property Law and Digital Innovation. It is in this endeavour that some of the most influential Intellectual Property institutions participate in its one-year Master Programme, taking place in Alicante (Spain), also the seat of the European Union Intellectual Property Office.



## Continuing Education

Pursuing its objective of contributing to the expansion of specialized knowledge in Europe, the Magister Lvcentinvs has launched a programme of Intensive Modules in 2003, in collaboration with different institutions and firms. Their aim is to provide practical and international knowledge of Intellectual Property laws and practice.

## The European Union Trade Mark Intensive Module

This programme, an advanced and intensive seminar organized within the framework of the XXVI Magister Lvcentinvs, Master in Intellectual Property and Digital Innovation of the University of Alicante, is organized in collaboration with the EUIPO and main specialized firms. It covers a wide variety of aspects of Trade Mark Law. Substantive and procedural issues, related with the protection of the European Union Trade Mark, are explained in detail by experienced professionals and academics, starting from the application for the European Union Trade Mark and including strategic issues related with the enforcement and protection of European Union Trade Marks.

## Who should participate?

The programme is designed for law graduates, lawyers and professionals, who wish to specialize in the practice of European Union Trade mark Prosecution and Litigation. The programme is particularly suitable for practitioners and professionals unable to interrupt their professional activities for long periods of time. The participants will share their academic activities with specialists and post-graduate students coming from different countries, mainly from the European Union and Latin America.

## Language

All intensive modules are taught fully in English, in order to promote international participation.

## Date and Venue

27/01/2020-31/01/2020.

**EUIPO European Union Intellectual Property Office**  
Avenida de Europa, 4. E-03008 Alicante. SPAIN

## EUTM INTENSIVE MODULE PROGRAMME

### 27-I-2020

9.30-10.00 **Welcome**  
Patricia García-Escudero. Director of the EUIPO Academy  
Pilar Montero. Director of the Magister Lvcentinvs. University of Alicante

10.00-11.00 **Introduction to the EUIPO**  
Fabián Sema. EUIPO Academy

11.00-11.30 Coffee break

11.30-12.30 **Introduction to the EUTM**  
Patricia Prevoo. Operations Department, EUIPO

12.30-13.30 **TM filing strategies**  
Laura Pedemonte IP Attorney. Barzanò & Zanardo

13.30-15.00 Lunch break

15.00-16.00 **The interactive collaborative examination team (ICE)**  
Richard Thewlis. Operations Department, EUIPO

### 28-I-2020

9.30-11.00 **EUIPO tools and services**  
Jorge Zaragoza. Yvonne Heinke  
Cristina Pastor. Customer Department, EUIPO

11.00-11.30 Coffee break

11.30-12.45 **Use of a EUTM**  
Ioana Moisescu. Operations Department, EUIPO

12.45-13.30 **Drafting statements of grounds**  
Dr. Jr. Theophile Margellos. President of the Boards of Appeal. EUIPO  
Sven Stürmann. Chairperson of the 2nd Board of Appeal. EUIPO

13.30-15.00 Lunch break

15.00-16.30 **Convergence programmes on trade marks**  
Joana de Moura. ICLAD, EUIPO

16.30-17.00 **Students' presentations on new types of trade marks**

### 29-I-2020

9.30-10.30 **Absolute grounds for refusal: general principles**  
Prof. Pilar Montero. Director of the Magister Lvcentinvs, University of Alicante

10.30-11.00 Coffee break

11.00-12.00 **Special reference: colours**  
Dr. Andreas Renck. Partner, Hogan Lovells

12.00-12.45 **Special reference: shapes**  
Robert Mulac. Operations Department, EUIPO

12.45-13.30 **Special reference: geographical indications, traditional specialities, traditional terms for wine, plant varieties**  
Prof. Pilar Iñiguez. Commercial Law University of Alicante

13.30-15.00 Lunch break

15.00-16.00 **Bad faith and trade mark registration**  
Cristina Bercial-Chaumier. Partner, Casalonga. Alicante

16.00-17.00 **Students' presentations on absolute grounds**

### 30-I-2020

9.30-10.30 **Relative grounds for refusal: general principles**  
Michael Hawkins. Partner, Noerr Alicante

10.30-11.00 Coffee break

11.00-11.45 **New types of trade mark examples, type of mark and acceptable formats of representation with case studies**  
Liina Maks. Operations Department, EUIPO

11.45-12.30 **Special case — Trade marks and Copyright**  
Yann Basire. Director General, CEIPI

12.30-13.30 **Opposition process**  
Helena Granado. Head of the Alicante office at Carlos Polo Asociados

13.30-15.00 Lunch break

15.00-16.00 **Special case — Trade marks with reputation**  
Jose Abad Revenga. Senior Associate, PwC

16.00-17.00 **Students' presentations on relative grounds for refusal**

### 31-I-2020

9.30-11.00 **Appeal proceedings**  
Philipp von Kapff. Boards of Appeal, EUIPO

11.00-11.30 Coffee break

11.30-12.30 **General Court and Court of Justice proceedings**  
Dr. iur. Verena von Bomhard. Bomhard IP

12.30-13.45 **Panel I — The EUTM practitioners' perspective**  
Tobias Dolde, Noerr. Benjamin Fontaine. Partner, E.G.Y.P  
Christian Schalk. Bayer AG

13.45-15.00 Lunch break

15.00-16.30 **EUTM as an asset: licences, sale and purchase agreements**  
Carolina Pina and Celia Sueiras. Garrigues IP, Madrid

16.30-17.00 **Students' presentations: proof of use and limitation of the effects of an EU trade mark**