

Collaborations and sponsorships



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Commercial Law Department. University of Alicante

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

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

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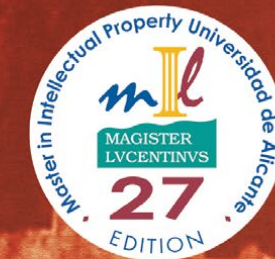
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MAGISTER LVCENTINVS

XIX European Union Trade Mark Intensive Module

January 25 - January 29
2021
EUIPO



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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 and Digital laws and practice.

The European Union Trade Mark Intensive Module

This programme, an advanced and intensive programme organized within the framework of the XXVII 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 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

EUTM Intensive Module Programme is taught fully in English.

Date and Venue

25/01/2021-29/01/2021.

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

EUTM INTENSIVE MODULE PROGRAMME

MONDAY • 25-01-2021 INTRODUCTION

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

10.00-11.00 **Introduction to the EUIPO. Academy Learning Portal**
Fabián Sema, Mariano Luján González, EUIPO Academy

11.00-11.30 Break

11.30- 12.30 **Introduction to the EUTM**
Patricia Prevoo Gerben Monnink, 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

16.00-16.30 **EUIPO's Guidelines in electronic format**
Saveria Ottavi, ICLAD, EUIPO

TUESDAY • 26-01-2021 EUTM REGULATION

9.30-11.00 **EUIPO tools and services**
Yvonne Heinke, Iris De Groot, Customer Department, EUIPO

11.00-11.30 Break

11.30-12:30 **New types of trade mark examples, type of mark and acceptable formats of representation with case studies**
Kristin Krolzik, Dorothee Treiber, Operations Department, EUIPO

12:30-13:30 **Drafting statements of grounds**
Dr. Jur. Théophile M. Margellos, President of the Boards of Appeal, EUIPO
Sven Stürmann, Chairperson of the 2nd Board of the Boards of Appeal, EUIPO

13.30-15.00 Lunch break

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

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

WEDNESDAY • 27-01-2021 ABSOLUTE GROUNDS FOR REFUSAL

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

10.30-11.30 **Special reference: colours**
Dr. Andreas Renck, Partner, Hogan Lovells

11.30-11.50 Break

11.50-12.30 **Special reference: shapes**
Robert Mulac, Operations Department, EUIPO

12.30-13.00 **Special reference: geographical indications, traditional specialties, traditional terms for wine, plant varieties**
Prof. Pilar Iñiguez, Commercial Law University of Alicante

13.00-13.30 **Non-agricultural geographical indications (Gis)**
Javier Guillem, EUIPO Academy

13.30-15.00 Lunch break

15.00-16.00 **IP and social media. EUIPO IP Identical**
Javier Soriano, Laura Casado, Communication Department, EUIPO

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

THURSDAY • 28-01-2021 RELATIVE GROUNDS FOR REFUSAL

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

10.30-11.15 **Use of a EUTM**
Helen Mosback, Operations Department, EUIPO

11.15-11.45 Break

11.45-12.30 **Special case: Trade marks with reputation, bad faith**
Jose Abad Revenga, Senior Associate, PwC

12.30-13.30 **Opposition process**
Cristina Bercial-Chaumier, Partner, Casalonga, Alicante

13.30-15.00 Lunch break

15.00-16.00 **COVID impact on trade mark**
Yann Basire Director General CEIPI

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

FRIDAY • 29-01-2021 CASE LAW

9.30-10.30 **Appeal proceedings**
Philipp von Kapff, Boards of Appeal, EUIPO

10.30-10.40 Break

10.40-11.55 **General Court and Court of Justice proceedings**
Dr. Jur. Verena von Bomhard, Bomhard IP

11.55-12.00 Break

12.00-13.30 **Panel I — The EUTM practitioners' perspective**
Tobias Dolde, Noerr, Benjamin Fontaine, Partner, Plasseraud IP
Christian Schalk, Bayer AG

13.45-15.00 Lunch break

15.00-16.00 **IP Rights as an asset**
Celia Sueiras, Garrigues IP, Madrid

16.00-17.00 **Students' presentations: proof of use and limitation of the effects of an EU trade mark**

END OF XIX EUTM INTENSIVE MODULE