

## → REGISTRATION FORM

The Round Table will be held Thursday, 1 October 2009 at

### Hôtel Mercure Chateau Chartrons

81 cours Saint-Louis

33300 BORDEAUX - FRANCE

### → Registration Form

Please send the completed form by e-mail to  
cs@cabinet-sauvage.com or by fax to +33 1 43 07 76 20

### → Yes, register me for the Round Table:

Name	
Surname	
Title	
Office/Company	
Street	
ZIP	City
Country	
Tel.	Fax
E-Mail	
Date	Signature

→ **Fee:** € 100 for **union** members and  
€ 150 for non-members.

Payments must be made via bank transfer until the  
15th of September 2009

### → Bank

CREDIT INDUSTRIEL ET COMMERCIAL - C.I.C.

Account: 30066 10171 00010453501 66

IBAN: FR76 3006 6101 7100 01045350 166

BIC: CMCI FR PP

The fee includes a buffet lunch and coffee breaks.



## WHAT IS "UNION"

### Foundation

In 1961, twenty two far-sighted Patent Attorneys from nine European countries founded the „**union** of European Patent Attorneys“ with the intention of providing European colleagues with a forum for discussing and influencing forthcoming draft laws and international agreements, and also helping the profession in Europe to grow together.

Although originally restricted to Patent Attorneys in the countries of the European Economic Community, **union** has meanwhile removed these limitations from its statutes and today welcomes free and employed intellectual property practitioners from all European countries, as expressed in the present name „**union** of European Practitioners in Intellectual Property“.

Still retained are the limitations to European membership and the concentration of activities on problems and developments which especially affect the professionals in Europe.

### Aims

**union** is an association of practitioners in the field of Intellectual Property, that is, of individuals whose principal professional occupation is concerned with Patents, Trade Marks or Designs and related subjects and who carry on their profession independently or as employees. **union** is a private, free, international association that is not dependent on any national or international authority: it approves its own members, in accordance with its statutes, in total independence, and likewise decides on its own activities and its own budget.

It aims on the one hand to work continuously on current developments in Intellectual Property in Europe, especially by making early submissions during the preparation of proposed laws and treaties with the intention of influencing them; and on the other hand to devote itself to the improvement of professional and personal understanding between European practitioners in the Intellectual Property field in different countries and different branches of the profession.

### For more information:

<http://www.union-eu.com>



OF EUROPEAN PRACTITIONERS IN INTELLECTUAL PROPERTY  
EUROPÄISCHER BERATER FÜR GEISTIGES EIGENTUM  
DES PRATICIENS EUROPÉENS EN PROPRIÉTÉ INTELLECTUELLE



# ROUND TABLE

## AMBUSH-MARKETING “TWO SIDES OF A MEDAL”

**Bordeaux, October 1, 2009**

Organized by the Trademarks Commission and  
the Designs Commission of UNION



# Union



Round Table Program, October 1, 2009

## Program

**12:00 Lunch**

**13:30 Welcome**

## Part One – An Overview

**13:45 Presentation 1 – Phillip Johnson**

**14:15 Questions/Feedback**

## Part Two – Perspectives of Organisations and Sponsors

**14:30 Presentation 2 – Tom Heremans**

**15:00 Questions/Feedback**

**15:15 Coffee Break**

## Part Three – Perspectives of Non-Sponsors and Competitors

**15:45 Presentation 3 – Phillip Johnson**

**16:15 Final Discussion**

**17:00 Closing**

## Introduction

It has become a common strategy used by companies to promote their brands at famous events without paying any sponsorship fees, essentially using the event as a free promotion.

This type of marketing – often referred to as “Ambush marketing” – most commonly occurs in association with major sports events and is therefore again a hot issue for the upcoming Soccer Championship in 2010 and the Summer Olympics in 2012.

Ambush marketing is opportunistic and a topic of controversy. To protect the value and reputation of a social or sportive event with any tool given by Intellectual Property Law or by the Law of Unfair Competition is an understandable intention.

But it is also a legitimate question whether an “over protection” can damage the balance of free markets.

**union** invites you to participate in an exciting discussion led by two outstanding speakers – both closely involved in practical cases or academic research related to the field of “Ambush marketing”.

## About the Speakers:

### Phillip Johnson

Phillip works as a barrister at 7 New Square, Lincoln's Inn, London. He specialises in intellectual property law and in public law. His intellectual property practice covers trade marks, copyright, patents, supplementary protection certificates, designs, confidential information and media, entertainment and sports law. Before returning to the bar in 2007, Phillip was a legal adviser to the Intellectual Property Office. During his time advising the Office he worked on the implementation of Treaties and Directives. He is widely published, including a book on Ambush Marketing.

### Tom Heremans

Tom works as partner at CMS DeBacker, Brussels, within the field of intellectual property law. Tom acts as legal counsel to international sports organisations with regard to trademark protection, piracy, customs surveillance, copyright protection, etc. He handles litigation and provides advice in IP matters for several sports goods manufacturers and fashion designers, for consumer products manufacturers and for media companies. Tom is the author of a book about domain names and published many articles in legal journals in the field of intellectual property law. He is a member of the pan European Sports and Media group of CMS and is the vice president of the Benelux Trademark Association BMM.