



European Communities Trade Mark Association

## ECTA WORKSHOP

### USE OF A TRADE MARK IN A FORM DIFFERING FROM THE ONE REGISTERED

#### HOW PROTECTED ARE WORDS IN A COMBINATION MARK?

7 December 2017

12:00-16:30

Programme:

**Moderator:** Carolin Kind, ECTA Secretary General, Partner, Greyhills Rechtsanwälte, DE

**12:00 – 13:00**

**BUFFET LUNCH AND REGISTRATION**

**13:00 – 13:10**

**Welcome**

**Ruta Olmane**, ECTA President, Metida Law Firm, LV

**13:10 – 14:50**

**I. USE OF A TRADE MARK IN A FORM DIFFERING FROM THE ONE REGISTERED**

**Gergana Dimitrova**, Legal Business Analyst, Convergence Analysis Project, Deloitte

**Klaudia Błach-Morysińska**, Advocate, Trade Mark and Patent Attorney, Zaborski, Morysiński Law Office, PL

**Lina Lapinskaite**, Legal Practice Service, International Cooperation and Legal Affairs Department, EUIPO, ES

**Gediminas Judzentas**, Director of Marketing, AUGA Group, LT

**14:50 – 15:00**

**Q&A**

**15:00 – 15:30**

**COFFEE AND NETWORKING**

**15:30 – 16:00**

**II. HOW PROTECTED ARE WORDS IN A COMBINATION MARK?**

**Dr. Ilanah Fhima**, Co-Director, Institute of Brand and Innovation Law, UCL Faculty of Laws, UK

**16:00 – 16:10**

**Q&A**

**16:10 – 16:30**

**Panel Discussion (with speakers from Session I and II)**

**16:30**

**Closing**

**Ruta Olmane**, ECTA President, Metida Law Firm, LV

Venue:

**Public library MAŽVYDO BIBLIOTEKA, Gedimino avenue 51, LT-01504 Vilnius, Lithuania**

**Participation: FREE**