# ECTA

# It's Time to Register for the ECTA 41st Annual Conference -

## Explore the Magic of IP in Prague!

Written by Carina Gommers, ECTA First Vice-President,
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*Since qualifying, she has worked on a number of high-profile cases, representing clients including Solvay, Philips, Supergroup, Pfizer, Procter & Gamble and Wolters Kluwer.*

***Another extraordinary ECTA Conference is coming up on 28 June-1 July 2023 in Prague, the City of Magic. You will have the opportunity to network with hundreds of IP colleagues worldwide, meet remarkable speakers, and catch up with ECTA friends. The programme includes instructive sessions on the latest case law and IP trends, tailored workshops for young practitioners, exciting gatherings in the hottest spots, and Saturday excursions as the cherry on top. Are you new to the ECTA Conference? Long-standing members will welcome you at the first-time attendee reception 'ECTA at a Glance'.***

The ECTA Annual Conference is one of the premier intellectual property gatherings held for the first time in 1986 and is now a must-attend event for up to 900 IP colleagues from around the world.

After the success of last year's memorable Conference in Copenhagen, we look forward to exploring the magic of IP in Prague, a city steeped in the alchemical arts, for the **41st ECTA Annual Conference**. You can count on the usual friendly atmosphere of the ECTA Family and a distinctive programme where everyone will find something of interest. Let me give you a sneak peek!

On **Wednesday, 28 June**, we kickstart with **Committee meetings** (for Committee members only), where impactful IP projects are worked on, updates on the latest case law are provided, and legislative and policy developments are discussed. ECTA Committees are the backbone of our Association and an invaluable opportunity to cooperate with numerous professionals and stay updated in your IP area of interest. If you wish to become more active in the ECTA Community, don't miss out and meet Committee Leaders at the Committee Booth during the Conference!

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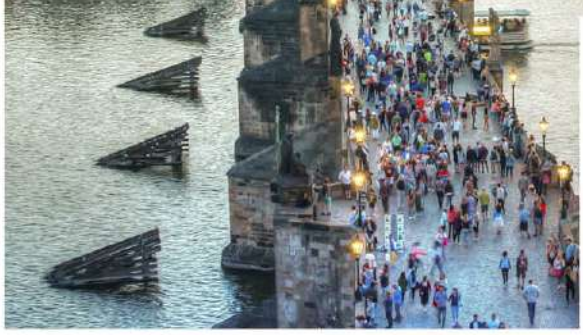

On the same day, after the **ECTA Supervisory Board's** exchange on more strategic aspects of our Association, you are all invited to attend the **workshop** on domain name and trade mark abuse and enjoy the **welcome reception at Palace Zofin** on the scenic Slovyansk (Slavic) Island.

**Thursday, 29 June**, will be the first of two **immersive educational and networking days** on the most relevant topics on the European IP agenda. We will look closely at the latest IP news and trends and what are the current forces driving the world of IP. We will take a magic carpet ride through the online world, be enlightened on what is contained in the long-awaited EU design reform package, and be given tricks and spells to tackle counterfeiting. After heated discussions, newcomers are invited to raise a glass at **'ECTA at a Glance'**, a dedicated reception where long-standing members will bring them up to speed with ECTA activities and share their experience on getting the most out of the Conference. The day will conclude with a **gourmet taste of Czech cuisine and beers at the Red Stag** in downtown Prague.

On **Friday, 30 June**, with **parallel sessions**, we will double the morning's educational offer and young practitioners are particularly invited to attend the session about the superpower of brands in sports. Experts will also take us through the alchemy of non-agri GIs, the works of applied arts, and geographical names as trade marks in light of the recent Iceland and Andorra cases. We will then cross the lines into dark magic in a comparative session with the US on trade mark applications made in bad faith and trademarks contrary to public policy or accepted principles of morality. To wrap up, the announcement by the ECTA President of the **ECTA Award 2022 winners** and an overview of the most influential EU cases.

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The Conference will close with the much-awaited **ECTA Gala Dinner**, this time at the **Trade Fair Palace**, a gem of Czech Functionalist architecture praised by Le Corbusier.

Last but not least, ECTA friends can sign up for one of the typical **ECTA Saturday excursions**. This time you will have the chance to discover **Prague Castle**, a UNESCO World Heritage site, or alternatively participate in a day trip outside of the city to the Gothic **Castle of Karlštejn**.

**Get ready for another extraordinary ECTA Conference! We look forward to seeing you all in Prague!**

