

ECTA

BUDAPEST

28 JUNE - 1 JULY, 2017

TRADEMARK:
A BRIDGE
BETWEEN
TWO

36TH ANNUAL CONFERENCE

FINAL PROGRAMME



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WELCOME TO BUDAPEST

WELCOME TO BUDAPEST

ECTA BUDAPEST 28 JUNE - 1 JULY, 2017

TRADEMARK: A BRIDGE BETWEEN TWO

TRADE MARKS A BRIDGE BETWEEN TWO

Dear Colleagues,

Budapest is the capital and the largest city of Hungary. It is the country's principal political, cultural, commercial, industrial and transportation centre, sometimes described as the primate city of Hungary. Budapest has 1,8 million inhabitants. Cited as one of the most beautiful cities in Europe, Budapest's World Heritage Sites include the banks of the Danube, the Buda Castle Quarter, Andrássy Avenue, Heroes' Square and the Millennium Underground Railway, the second-oldest metro line in the world. Budapest has more than 100 geothermal springs, the world's largest thermal water cave system, the second largest synagogue and the third largest Parliament building. The city attracts about 4,4 million tourists a year, making it the 25th most popular city in the world and the 6th in Europe.

Budapest is home to the headquarters of the European Institute of Innovation and Technology (EIT), the European Police College (CEPOL) and the first foreign office of the China Investment Promotion Agency (CIPA). Eighteen universities are situated in Budapest including the Central European University, Eötvös Loránd University and the Budapest University of Technology and Economics.

Budapest also has an extremely rich and vivid cultural life, with many theatres, concert and opera performances.

As many of you know, Budapest has two sides separated by the river Danube: Buda and Pest. The name of our capital is formed from these two parts. Budapest has several bridges, each of them beautiful with many located in the city centre. Budapest is most recognized by tourists from the view of the river Danube where the bridges catch the eye. So we thought that if we wanted to find something unique about our city, it would be the bridges.

Since bridges always connect two sides, we made a nice symbol for you: trade marks as bridges connect people. In every meaning: they connect you and the product, you and other people. Trade marks reflect emotions and they surround everyday life. We are all fortunate to have a profession dealing with trade marks which reflect and symbolize human feelings. Maybe this is also one of the reasons why we love our profession.

As you can see from the professional programme, the theme of the conference includes presentations about these different connections. A trade mark is a bridge between the consumer and the producer. It is always the brand-name in which the quality of the product is realized and the brand-name also reflects the positive feelings we have towards a product. The workshop will cover the topics of trade marks and languages which is an important bridge in our profession. We will have a panel on the psychology and marketing of brands: how we build bridges with other disciplines. We organized a parallel session on mediation and arbitration: these excellent tools are bridges between two disputing parties. We have also "built other bridges" in the programme: a bridge between the past and the future, presenting the first year of the EU Trade Mark Reform; exciting bridges ahead about new technologies and IP rights; a complex bridge about designs-trade marks-copyright; virtual bridges about the EU Copyright Reform and the Digital Single Market Strategy; a bridge blown-up about the legal consequences of Brexit. Finally a bridge well built: is a review of the most important EUCJ trade mark cases in a special interview-format, and a bridge from bottom to top with the complex presentation of the decisions of the year.

Our symbol runs throughout the whole conference: in the conference logo, in the photos chosen and in the whole graphical layout of the Programme. Last but not least , the Budapest promotional film is just as if it had been filmed especially for us, so we are happy to have found and purchased this very nice story and beautiful Hungarian song for ECTA. To crown it all, the story is based on world-famous Hungarian inventions, and shows pictures of bridges several times and the importance of human relationships. We can all state that feelings and emotions that surround trade marks are the same as what you have in your family and with your friends. Trade marks are actually all around!

As trade marks can be viewed from different aspects, we thought of composing the evening receptions also from a special "view" and from the concept of different vehicles just as in the films: you will have a trio of boat-horse-train. These three ways of transportation have always been important over the centuries in the Hungarian history. The Welcome Reception will take place on a boat on the river Danube. While you are listening to pleasant music on the decks set up in lounge style, you can view the fantastically illuminated sights of Budapest.

Horses also played a central role in Hungary not only in the ancient times, but also when Hungarians occupied the land where the Hungarian Kingdom was established. Hungarians often declare themselves as the "riding nation". The venue of the traditional Thursday evening event will be in the Lázár Equestrian Park, situated 35 km from Budapest. The resort is a favourite destination for tourists who wish to discover genuine Hungarian hospitality. Guests will be seated in lodges of various styles where they can enjoy the best selection of Hungarian cuisine accompanied by Hungarian gypsy music. A fantastic horse show is the highlight of the evening, where guests can admire the show at night by the light of torches and camp-fires.

The Gala Dinner takes place in a historic Railway Park, unique in Europe where old engines and nicely furbished old trains can be admired. The evening will have a special theme: we will travel back in time as if we were on the Orient Express. We will have a lively evening inspired by jazz and dance performance in the Gatsby-style. Ladies, this is the right time to wear your black, red or glittering little dresses. We invited one of the best Hungarian bands to provide the right mood and music for a fantastic party.

While speaking of old vehicles, Hungarians are proud that the English word "coach" (a horse-drawn wagon) is named after the Hungarian village of Kocs where this type of vehicle ("kocsi") was invented.

Apart from the fact that Hungary has given many renowned inventions to the globe, the hospitality and kindness of Hungarians is also well-known worldwide. Heartiness is reflected in the beautiful venues and in the world-famous Hungarian cuisine, wine and music. We encourage you to browse through the pages of this programme to read more about the places we recommend you to visit.

We are happy to welcome you to our lovely city and hope you will have a memorable time exploring Budapest!

Ruta Olmane
President of ECTA

Judit Lantos
Local Organizing Committee

Katalin Szamosi
Local Organizing Committee

WELCOME TO BUDAPEST



ABOUT HUNGARY

The Republic of Hungary is situated in Central Europe. The country covers an area of less than 100 000 square km and has roughly 10 million inhabitants, who speak the unique language of Hungarian which is not used anywhere else in the world. Hungary became a full member of the European Union on 1 May 2004. In the year of 2000 the nation celebrated the thousandth anniversary of the founding of the Hungarian State. Since the time of the state founder King Saint Stephan, Hungary went through several repeated trials and tribulations besides its golden eras, but it stayed on its feet despite its stormy history. Today, Hungary is one of the most popular destinations for visitors who wish to discover a beautiful country with natural, historical, cultural and gastronomic attractions.

BUDAPEST

What does Budapest look like? - you may ask. In a word or two: exciting, surprising. Ancient history and recent past, charm and elegance come together to make up the capital. Budapest was born in 1873 when three separate towns Pest, Buda and Óbuda were unified.

The twin cities of Buda and Pest contain homogenous parts of different building periods such as vestiges of the Roman occupation, the prestigious Castle District preserved in Romanesque and Gothic style, the rigour of the Habsburg Citadel, the eclecticism of the turn-of-the century buildings boasting the richness of the new citizens. The flat east bank is Pest, being the part mainly representing the 19th century with the Parliament, the Heroes' Square, the Andrássy Avenue, and also known as the dynamic administrative and business centre of the country. The hilly west bank Buda, being the old historical part of the metropolis, celebrates two thousand years of human history since the land was already a province of the Roman Empire. Because of its cosmopolitan flair, Budapest is also called the "Paris of the East". It is a city where the pleasing harmony of different architectural styles and superb structures, the cafés, gastronomy and culture are combined with legendary hospitality blending into an unforgettable experience for visitors.

Budapest is the only capital in the world with more than 100 active thermal springs and fountains. Among them there are Turkish baths which are still operating: Bath of Rudas and the King Bath.

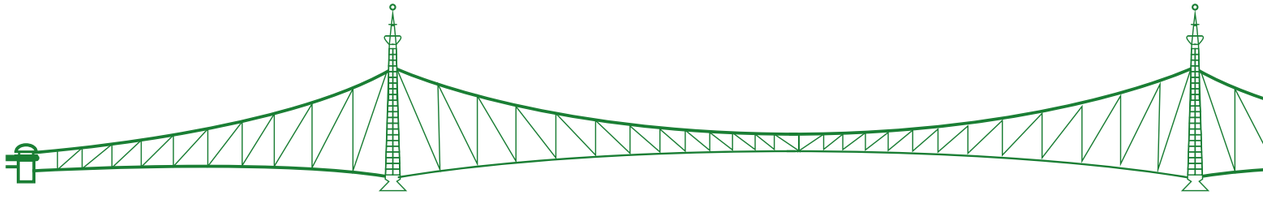
Wine making in Hungary has a glorious history: Hungarian wines have been drunk in the civilised world for centuries maintaining Hungary's position as the third senior wine producing country in Europe.

Some fall in love with Budapest at first sight, others will only become devotees after a longer stay, but no-one denies that it is one of the most beautifully situated cities in the world.

Discover Budapest, the "Pearl of the Danube"!

PROGRAMME

PROGRAMME



WEDNESDAY 28 JUNE

08.00 - 20.00 **Registration and Information Desk -** *Ground Floor / Conference Entrance*

08.00 - 13.00 **Committee Meetings (by invitation only)**

08.00 - 09.00 **Advisory Committee -** *Duna Salon I.*

08.30 - 12.30 **Internet Committee -** *Duna Salon III.*

09.00 - 12.30 **Design Committee -** *Panorama IV.*
Professional Affairs Committee - *Panorama I.*

09.00 - 13.00 **Anti - Counterfeiting Committee -** *Panorama II.*
Copyright Committee - *Panorama III.*
Law Committee - *Ballroom II-III.*

10.00 - 13.00 **Geographical Indications Committee -** *Panorama V.*
Harmonization Committee - *Ballroom I.*

13.00 - 14.15 **EUIPO-Link Committee lunch meeting -** *Duna Salon III.*
Membership and Disciplinary Committee lunch meeting - *Duna Salon I.*
Publications Committee lunch meeting - *Panorama I.*
WIPO - Link Committee lunch meeting - *Duna Salon II.*

13.00 - 14.15 **Lunch for Council and Committee Members (by invitation only)**
- *Corso Restaurant*

14.30 - 18.30 **Council Meeting (by invitation only) -** *Ballroom I.*

14.30 - 17.15 **WORKSHOP -** *Ballroom II-III.*

14.30 - 15.30 **Part I: Wine Brands and Labelling**

Moderator: **Dr. Peter Lukácsi**, Chair of the ECTA Professional Affairs Committee, Partner, SBGK Attorneys at LAW, HU

EU Perspective, **Dr. Enrico Bonadio**, City University of London, UK

US Perspective, **J. Scott Gerien**, Partner Dickenson Peatman & Fogarty, US

Discussion

15.30 - 16.00 **Coffee Break -** *Exhibition Area*

16.00 - 17.00 **WORKSHOP CONTINUED**
Part II: Trade Marks and Languages

Moderator: **Dr. Peter Lukácsi**, Chair of the ECTA Professional Affairs Committee, Partner, SBGK Attorneys at Law, HU

Practitioner Perspective, **Jordi Güell**, ECTA Council Member, Partner, Curell Suñol, ES

Boards of Appeal Perspective, **Agnes Szanyi Felkl**, Member of the Third Board of Appeal, EUIPO, ES

Discussion

17.00 - 17.15 **Coffee Break -** *Exhibition Area*

17.15 - 19.00 **WIPO, EUIPO & WCO WORKSHOP -** *Ballroom II-III.*

Moderator: **Dr. Peter Lukácsi**, Chair of the ECTA Professional Affairs Committee, Partner, SBGK Attorneys at Law, HU

WIPO: Madrid tools and statistics, **Sara Amini**, Project Coordination Officer, Madrid Registry Support Division, Brands and Designs, WIPO, CH

EUIPO: European Cooperation Projects (ECPs), **Simon White**, Head of Service, European Cooperation Service, EUIPO, ES

WCO: IPM tools, **Katelen Perez T'Seyen**, Manager, World Customs Organization IPM – Private Sector, BE

20.00 - 23.00 **Welcome Reception - „Europa" Boat**

Join us for an informal and pleasant evening on the river cruise boat "Europa", built in the middle of the last century. Its dimensions are unique in river navigation on the continent and it has been designed especially for events. During the welcome reception, you can enjoy the most beautifully illuminated sights of Budapest like the Parliament, the Castle District with the Royal Palace, Mathias Church and Fishermen's Bastion, the Statue of Liberty on Gellért Hill, Palace of Arts, National Theatre and the most remarkable bridges of the capital.
The open panorama deck on the top of the boat offers a 360-degree view of the glamorous Danube landscape.

Programme of the welcome reception:

20.00 Meeting at Vigadó Square
(a 5-minute walk from the Conference Venue)

20.10 - 20.40 Embarke the boat, cocktail reception

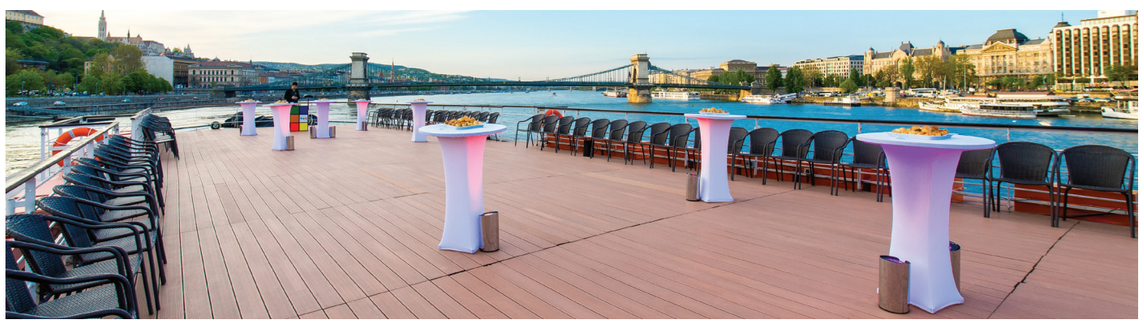
20.40 - 22.05 Cruise on river Danube, buffet dinner

22.05 - 22.15 Short stop near Hotel InterContinental

22.15 - 23.00 Cruise on river Danube

Please note that the boat leaves the port at 20.40 so the next boarding time is at 22.05

Dress Code: Casual
(high heels not recommended)



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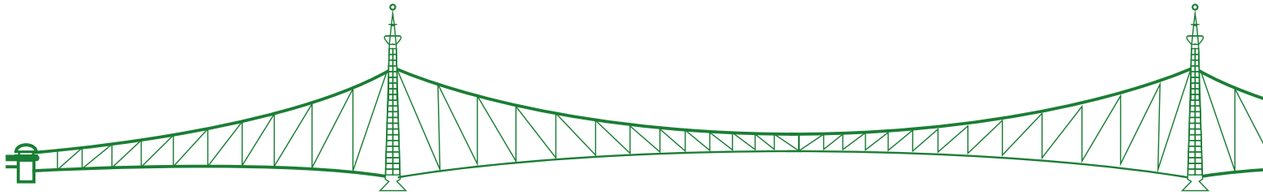

THURSDAY 29 JUNE

08.00 - 18.30 **Registration and Information Desk -** *Ground Floor / Conference Entrance*

08.30 - 09.00 **Annual General Meeting -** *Ballroom*

09.00 - 09.25 **Welcome**

Ruta Olmane, ECTA President, Metida Law Firm, LV
István Tarlós, Mayor, City of Budapest, HU
Dr. András Jókúti, Acting Director General for Legal Affairs, Hungarian Intellectual Property Office, HU
Dr. Judit Lantos, ECTA Council Member & Chair of the WIPO Link Committee, Sár and Partners Attorneys at Law, HU
Dr. Katalin Szamosi, ECTA Member, SBGK Attorneys at Law and Patent Attorneys, HU
Sozos-Christos Theodoulou, ECTA First Vice-President, The Law Offices of Dr. Christos A. Theodoulou LLC, CY

09.25 - 10.40 **Latest IP News and Trends**

Moderator: **Anette Rasmussen**, ECTA Second Vice-President, Awapatent A/S, DK

EUIPO update, **José Izquierdo**, Deputy Director International Cooperation, International Cooperation and Legal Affairs Department, EUIPO, ES

WIPO design and trade mark update: The Hague and Madrid systems, **Grégoire Bisson**, Director of the Hague Registry, WIPO, CH

WIPO copyright news, **Michele J. Woods**, Director, Copyright Law Division, Culture and Creative Industries Sector, WIPO, CH

Discussion

10.40 - 11.10 **Coffee Break -** *Exhibition Area*

11.10-13.00 **1st Session: The first year of the EU Trade Mark Reform - *A bridge between the past and the future***

Moderator: **Luis-Alfonso Durán**, ECTA Past President, Durán-Corretjer SLP, ES

EUIPO 'a first evaluation', **Dimitris Botis**, Deputy Director for Legal Affairs International Cooperation and Legal Affairs Department, EUIPO, ES

National Offices' view, **Imre Gonda**, Immediate Past Deputy-Head of Trademarks, Design & Utility Model Departments of the Hungarian Intellectual Property Office and former Chairman of WIPO SCT, HU

Practitioner's view, **Sarka Petivlasova**, Hogan Lovells (Alicante), ES

Special subject: Trade marks and GIs, **Paola Ruggiero**, Vice-Chair of ECTA GI Committee, Bird & Bird, IT

Discussion

13.00 - 14.30 **Lunch -** *Exhibition Area and Corso Restaurant & Terrace*

14.30 - 15.45 **2nd Session: BREXIT Legal Consequences - *A bridge blown up?***

Moderator: **Mireia Curell Aguilà**, ECTA Past President, Curell Suñol, ES

Academic perspective, **Prof. Spyros Maniatis**, Centre for Commercial Law Studies, Queen Mary University of London, UK

UK practitioner, **Catherine Wolfe**, Boult Wade Tennant, UK

ECTA Committees' views, **Carolin Kind**, Chair of the ECTA Harmonization Committee, Greyhills Rechtsanwälte, DE

Discussion

15.45 - 16.00 **Coffee Break -** *Exhibition Area*

16.00 - 17.30 **3rd Session: New Technologies and IP Rights - *Exciting bridges ahead***

Moderator: **Dr. Max Oker-Blom**, ECTA Secretary General and Past President, Hanken School of Economics, FI

Internet of Things (IoT) and IPR, **Prof. Taina Pihlajarinne**, University of Helsinki, FI

3D Printing and IPR, with a touch on anti-counterfeiting, **Dr. Dinusha Mendis**, Professor of Intellectual Property Law, Bournemouth University, UK

Artificial Intelligence and IPR, **Bárbara Díaz-Alaminos**, Ph.D. Cand., University of Copenhagen, DK

Discussion

18.00 - 19.15 **ECTA Committee Chairs meeting (by invitation only) -** *Panorama I.*

20.00 - 23.30 **Hungarian Evening - Lázár Equestrian Park**

Let us take you to the Hungarian countryside to the Equestrian Park established by the world champion Lázár brothers. The Park is situated 35 km from Budapest in the picturesque Domony valley. Upon arrival you will be welcomed with Hungarian scones (pogácsa) and typical Hungarian brandy (pálinka) followed by a horse show and an authentic Hungarian dinner in buffet-style accompanied with atmospheric music. You will be seated in one of the tastefully decorated three adjacent restaurants or outside on the terraces overlooking the beautiful hills of the valley.

Dress Code: Casual (high heels not recommended, cardigan or light jacket might be useful)

Bus departure from 18.45 from the Conference Venue.





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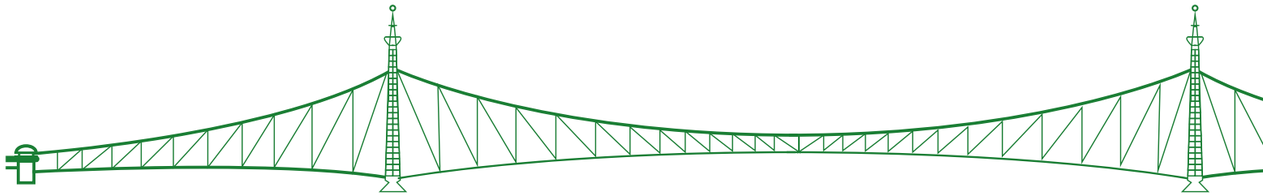


FRIDAY 30 JUNE

08.00 - 18.00 **Registration and Information Desk -** *Ground Floor / Conference Entrance*

09.00 - 13.00 **Parallel Sessions**

09.00 - 11.00

4th Session: Mediation / Arbitration - *A bridge between two disputing parties -*

Ballroom I.

Moderator: **Dr. Luca Barbero**, Member of the ECTA Internet, Publications and WIPO Link Committees, Studio Barbero, IT

WIPO AMC, **Peter Moody,** Member, WIPO Panel of Mediators, Senior Consultant, Brookstreet Des Roches, UK

IMI, **Irena Vanenkova**, Executive Director, International Mediation Institute

eu. Czech Arbitration Court, **Jitka Tůmová**, Deputy Secretary, ADR Supervisor (incl. Domain Name Disputes), Czech Arbitration Court, CZ

Discussion

09.00 - 11.00

5th Session: Psychology and Marketing of Brands - *Building bridges with other disciplines -*

Ballroom II-III.

Moderator: **Dr. Judit Lantos**, ECTA Council Member & Chair of the WIPO Link Committee, Sár and Partners Attorneys at Law, HU

Introduction: Brand Coaching, **Gregory Egedi**, CEO of BORN Ltd. (designer of the ECTA Conference logo), HU

Specialist, **Mag. András Wiszkidenszky**, Regional Director, Superbrands CE Austria, Czech Republic, Slovakia, Switzerland

Industry experience, **Hubert Doléac**, Senior IP Lawyer, Troller Hitz Troller, former Senior Legal Counsel IP at Nestlé, CH

Social Media, **Marine Chapuis,** Digital Communications Manager, Kering, FR

Discussion

11.00 - 11.30 **Coffee Break -** *Exhibition Area*

11.30 - 13.00

6th Session: The actual status of the EU Copyright Reform and the Digital Single Market Strategy - *Who owns the virtual bridges? -* *Ballroom I.*

Moderator: **Delia Belciu**, Chair of ECTA Internet Committee, Attorney at Law, RO

Vita Juknė, Policy Officer, Copyright Unit, DG Connect, European Commission, BE

Dr. Sebastian Felix Schwemer, Centre for Information and Innovation Law, University of Copenhagen, DK

Dr. habil. Anikó Grad-Gyenge, Associate Professor, Károli Gáspár University and Copyright Advisor, Proart and Mahasz, HU

Discussion

11.30 - 13.00

7th Session: Designs, Trade Marks and Copyright - *A complex bridge -*

Ballroom II-III.

Moderator: **Bernard Volken**, Co-Chair of ECTA Design Committee, Fuhrer Marbach & Partner, CH

Technical Industry, **Dr. Stephan Engels**, Senior IP Counsel, Siemens Aktiengesellschaft, DE

Automotive Industry, **Dr. Kerstin Gruendig-Schnelle**, *Attorney at Law, Lichtenstein, Körner & Partners mbB, DE*

Furniture Industry, **Dr. Peter Schramm**, Co-Chair of ECTA Design Committee, Meyerlustenberger Lachenal Rechtsanwälte, CH

Discussion

13.00 - 14.30 **Lunch -** *Exhibition Area and Corso Restaurant & Terrace*

14.30 - 14.50

Helicopter Speech

Make it *Simple*: Evolving the new brand by OTP Mobil Ltd, **Péter Benyó**, CEO, OTP Mobil Ltd., HU

Discussion

14.50-15.50

8th Session: 20 years of Case Law - *A bridge well built*

A review of the most important EUCJ trade mark cases during the past 20 years

Interviewer: **F. Peter Müller**, ECTA Immediate Past President, Partner, Müller Schupfner & Partner, DE

Speaker: **Prof. Dr. Alexander von Mühlendahl**, ECTA Honorary Member, Bardehle Pagenberg Partnerschaft, DE

Discussion

15.50 - 17.20

9th Session: Decisions of the Year - *A bridge from down to top*

Moderator: **Cristina Bercial-Chaumier**, Chair of ECTA Law Committee, Partner, Casalonga Alicante S.L, ES

EUIPO first instance decision of the year, **Imogen Wiseman**, Vice Chair, ECTA Law Committee, Cleveland, UK

EUIPO BoA decision of the year, **Agnes Szanyi Felkl**, Member of the Third Board of Appeal, EUIPO, ES

GC decision of the year, **Georgios Gryllos**, Legal Secretary, Chambers of Judge D. Gratsias General Court of the EU, LU

CJEU decision of the year, **HHJ Hacon**, Presiding Judge, Intellectual Property Enterprise Court, UK

Discussion

17.20 - 17.30

Summary

Sozos-Christos Theodoulou, ECTA First Vice-President, The Law Offices of Dr. Christos A. Theodoulou LLC, CY

17.30 - 18.00 **Closing reception -** *Exhibition Area*

20.00 - 24.00

Gala Dinner at the Railway History Park

The first Railway History Park of Europe is a unique event venue in Budapest and even in Central Europe.

Let us take you back to the "Great Gatsby" era. The welcome cocktail reception in the Railway History Park, followed by a luxurious dinner and a spectacular revue show in the oriental hall of the museum evoke the atmosphere of the 1920s and 1930s.

Dress Code: Smart suit/cocktail dress or black dress (1920-30 theme)

Bus departure from 19.15 from the Conference Venue.



ACCOMPANYING PERSONS

PROGRAMME AND SATURDAY EXCURSIONS

ACCOMPANYING PERSONS PROGRAMME

THURSDAY 29 JUNE
SIGHTSEEING TOUR IN BUDAPEST



This is a guided sightseeing tour of Pest and Buda. You will see the highlights of the city such as the Heroes' square and the Millennium Memorial erected to commemorate the thousandth anniversary of the founding of Hungary. The statues show the most famous figures in Hungarian history. Driving along Andrássy Avenue, the Opera House, built in Italian NeoRenaissance style, comes into view. You will reach the administrative district where state institutions, banks and the NeoGothic Parliament are situated.

The sightseeing tour continues on the Buda side. Going up to the Castle Hill, the group will stroll towards the buildings of the ancient Royal Palace, now home to various museums and libraries, then walk along the main street of the Castle District. The group will also visit the Romanesque lookout tower, the Fishermen's Bastion, one of the symbols of Budapest with its superb view over the city and the Danube. Matthias Church, the wonderful 13th Century coronation church, right next to the Fishermen's Bastion is a sight that is also a must to see. If time allows, you will take the bus to Gellért Hill and enjoy the panorama over the city from the Citadel.



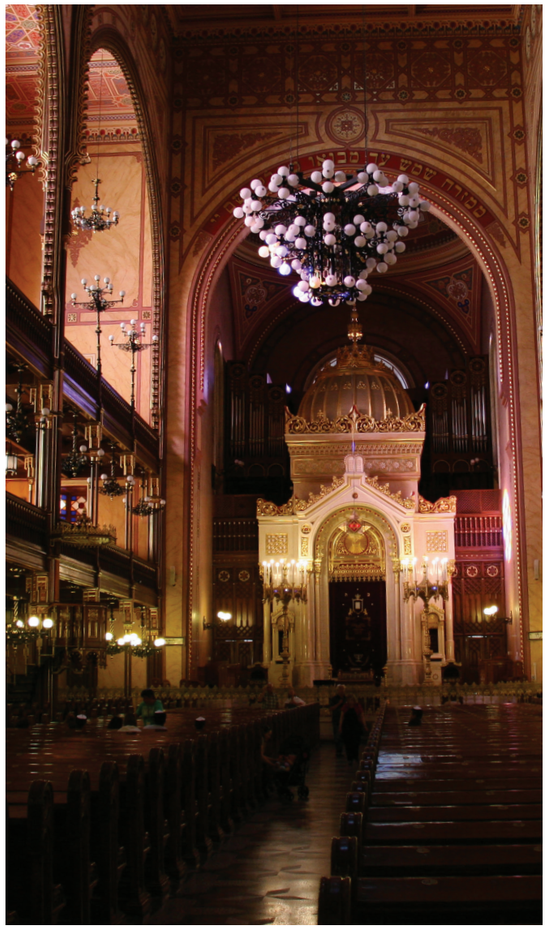
Lunch will be served at Café Pierrot Restaurant in the Castle District area.

Pick-up: 09.30 at the lobby of InterContinental Budapest
Return: 15.30 to InterContinental Budapest









FRIDAY 30 JUNE
JEWISH HERITAGE IN BUDAPEST

Before the Second World War, the Budapest Jewish community was one of the largest in Europe. Some of its members became very famous, e.g. Theodore Herzl, the founder of the idea of Zionism and Ferenc Hoffmann, the famous Israeli author under the name Ephraim Kishon. As the largest Jewish population in Eastern-Europe, nowadays, around 80,000 Jews live in Budapest. The several centuries of the Jewish culture have given a great heritage: the Commemoration hall for the Jewish victims of both World Wars, the Jewish Museum and the Great Synagogue are the most remarkable ones.

The Great Synagogue is not only the largest of the three synagogues in the downtown area, but it is also the largest in Europe, and the second largest in the world. It was built in a Byzantine-Moorish style by the Viennese architect Ludwig Förster between 1854-59. The synagogue has three naves and complying with the orthodox tradition, separate galleries for women. The naves and galleries together can accomodate up to 3000 worshippers.

In 1931, a museum was established within the synagogue. Its vast collection of Judaic artefacts from ancient Rome to the present day gives a thorough introduction to the history of the Hungarian Jews. In the garden of the synagogue you will also see the Emanuel Memorial Tree. The tour also introduces to you the everyday life of the quarter.

Lunch will be served at the Aszú Restaurant.

Pick-up: 10.00 at the lobby of InterContinental Budapest
Return: 15.00 to InterContinental Budapest

ACCOMPANYING PERSONS PROGRAMME

FRIDAY 30 JUNE
PARLIAMENT, ST. STEPHEN'S BASILICA AND MARKET HALL

The Neo-Gothic Parliament on the Pest side bank of the Danube is not only the symbol of the Hungarian capital, but is at the same time, one of the largest buildings in the world which serves as a parliament. Built in 1885-1904, the Parliament boasts beautiful interior halls, staircases and the cupola, the height of which is 96 meters, referring to the founding of the Hungarian State in 896. In 2000, the Coronation Regalia were moved to the Parliament and are still exhibited here.

Budapest's largest church, the St. Stephen's Basilica can hold up 8,500 people. It is dedicated to St. Stephen, or István, the first Hungarian Christian king and was consecrated in 1905. King St. Stephen's right hand, the Holy Right is kept here which is paraded by faithful each 20th of August. It received the title of Basilica Minor in 1938, the 900th anniversary of St. István's death.

The newly renovated three-level Central Market Hall is the largest of a network of market halls in Budapest. Its design was prepared in the planning office of Eiffel. There are more than 180 stores, displaying a huge variety of groceries, souvenir and floklore products, and of course the Hungaricums: salami, paprika, goose liver, sausages, Tokaj wine and apricot brandy. Here you can find anything you might want to take home from Hungary.

Lunch will be served in the First Strudel House of Pest.

Pick-up: 09.45 at the lobby of InterContinental Budapest
Return: 16.00 to InterContinental Budapest

(The Parliament reserves the right to cancel visits due to chamber meetings.)

Please make sure to have your passport with you!













ACCOMPANYING PERSONS PROGRAMME

SATURDAY 1 JULY
EXCURSION TO THE ART VILLAGE OF SZENTENDRE AND RETURN BOAT TRIP



Szentendre is located by the River Danube, about 25 km North of Budapest. When the Turks tried to conquer Europe in the 15th and 16th century, Serbian, Dalmatian and Greek refugees found a new home here and built the village. This colorful artists' settlement has preserved its medieval character with ancient buildings and cobble stone streets, with street vendors and musicians. The old houses are now home to a number of picture galleries, artist's shops, and privately owned small stores. The most frequented museum is that of Margit Kovács, the ceramist who found an interesting way to combine modern art with Hungarian folk traditions. Just next door is the Museum of Károly Ferenczy, the founder of the artists' colony who introduced Impressionism to Hungary. Most of the town is closed to traffic and reserved for pedestrians.

A 2-course lunch will be served at Új Művész Restaurant.

The guests not returning to the airport after lunch will return to Budapest by private boat. Dessert, coffee and tea will be served during the trip, while you can listen to nice piano music and enjoy the beautiful panorama of the river Danube.

Pick-up: 09.30 at the lobby InterContinental Budapest
Return: 15.45 to InterContinental Budapest









SATURDAY 1 JULY
PANORAMIC SIGHTSEEING IN BUDAPEST WITH RELAXING SPA PROGRAMME

This is a guided sightseeing tour of Pest and Buda introducing to you the most attractive highlights of the capital. First you will visit the newly renovated, three-level Central Market Hall which is the largest of a network of market halls in Budapest. Its design was prepared in the planning office of Eiffel. The more than 180 stores display a huge variety of groceries, souvenir and folklore products, and of course the Hungaricums: salami, paprika, goose liver, sausages, Tokaj wine and apricot brandy. Here you can find anything you might want to take home from Hungary.

Going up to Gellért Hill, you will have an opportunity to enjoy the panorama over the city from the Citadel e.g. Castle District area, Chain Bridge, Parliament, Basilica, Elisabeth bridge.

Driving along Andrássy Avenue, first the Opera House, built in Italian Neo-Renaissance style comes into view and the end of the Avenue you reach the Heroes' square and the Millennium Memorial erected to commemorate the thousandth anniversary of the founding of Hungary. The statues show the most famous figures of Hungarian history.

Lunch will be served in the Robinson Restaurant located on a small island of the City Park Pond.

The relaxing spa programme takes place in Széchenyi Bath which was opened in 1914 and is still the biggest bathing complex in Europe. In addition to the usual indoor thermal pools, the bath also boasts outdoor thermal and swimming pools, complete with sun terraces, a steam room and sauna. With the hottest water in the city, the outdoor pool is popular even in the depths of winter.

Pick-up: 09.30 at the lobby of InterContinental Budapest
Return: 16.30 to InterContinental Budapest

Please bring your swimsuit. Towel, flip-flops, bathing cap, shower gel and shampoo will be provided.

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ACCOMMODATION

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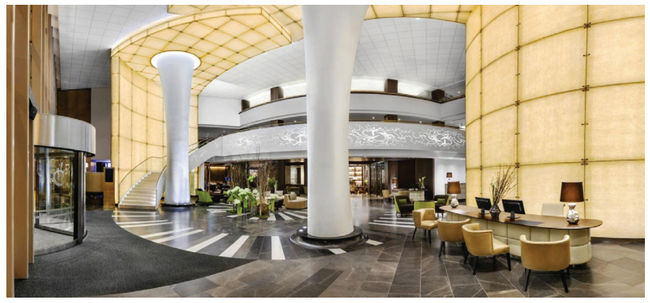

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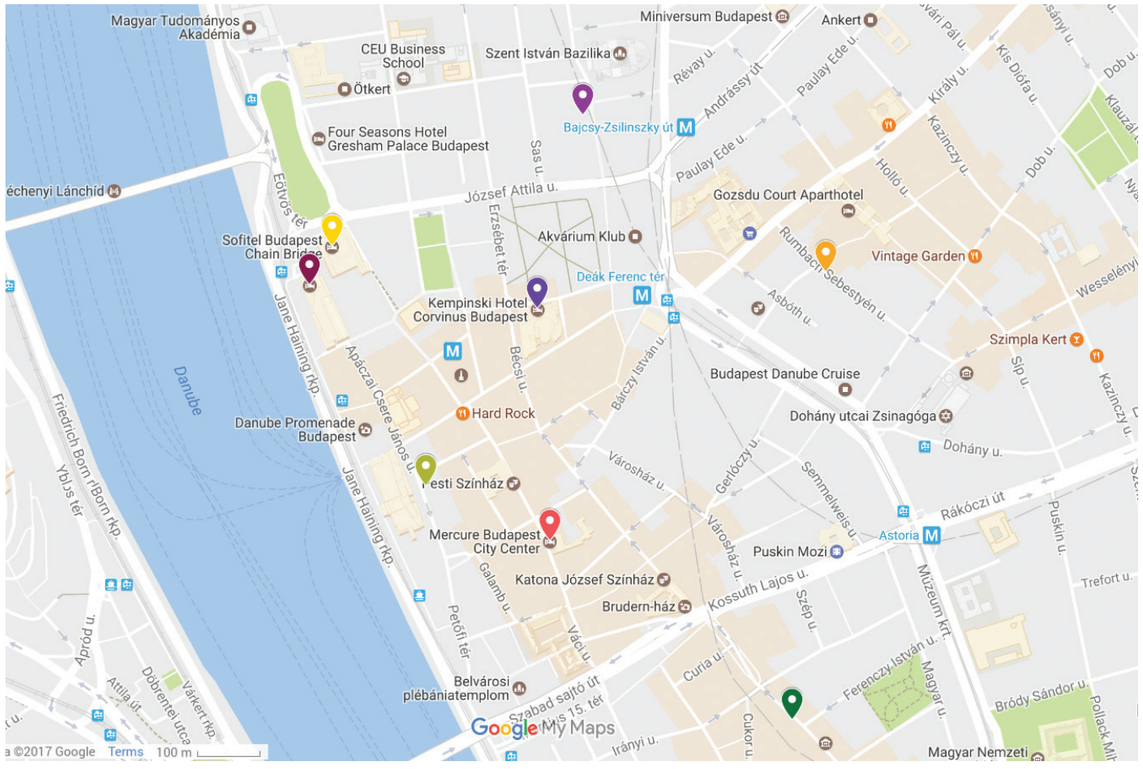
ALL THE HOTELS ARE WITHIN WALKING DISTANCE OF THE CONFERENCE VENUE. PLEASE NOTE THAT THERE WILL BE NO BUS TRANSFER PROVIDED BETWEEN THE HOTELS AND THE CONFERENCE VENUE.



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- InterContinental Hotel Budapest ***** OFFICIAL CONFERENCE VENUE
- Sofitel Budapest Chain Bridge *****
- Mercure Budapest City Center ****
- Hotel Erzsébet City Center *** superior
- Kempinski Hotel Corvinus Budapest *****
- Zenit Budapest Palace ****
- Hotel Central Basilica ****
- ROOMbach Hotel Budapest Center ***

GENERAL INFORMATION

GENERAL INFORMATION

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BE-1000 Bruseels, Belgium
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registration@ecta.org

ORGANIZING AGENCY

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Mobile: +36 30 677 6819
Fax: +36 1 317 8657
ecta@blaguss.hu

VENUE

InterContinental Budapest
Apáczai Csere J. u. 12-14.
1052 Budapest, Hungary
Tel.: +36 1 327 6333

DATES

The ECTA Conference will take place from Thursday 29 June to Saturday 1 July 2017.

ECTA Council and Committee Meetings will be held on Wednesday 28 June 2017.

REGISTRATION AND INFORMATION DESK

The desk for registration and distribution of documents will be located in InterContinental Budapest, at the Conference entrance area (ground floor) and will be open as follows:

Tuesday 27 June	14.00-20.00
Wednesday 28 June	08.00-20.00
Thursday 29 June	08.00-18.30
Friday 30 June	08.00-18.00

OFFICIAL LANGUAGE

The official language of the ECTA Conference is English. No simultaneous translation will be offered.

SOCIAL EVENTS

ECTA requests that during the entire period (Wednesday 28 June to Saturday 1 July 2017) no other non-official Conference events should be arranged.

BADGE

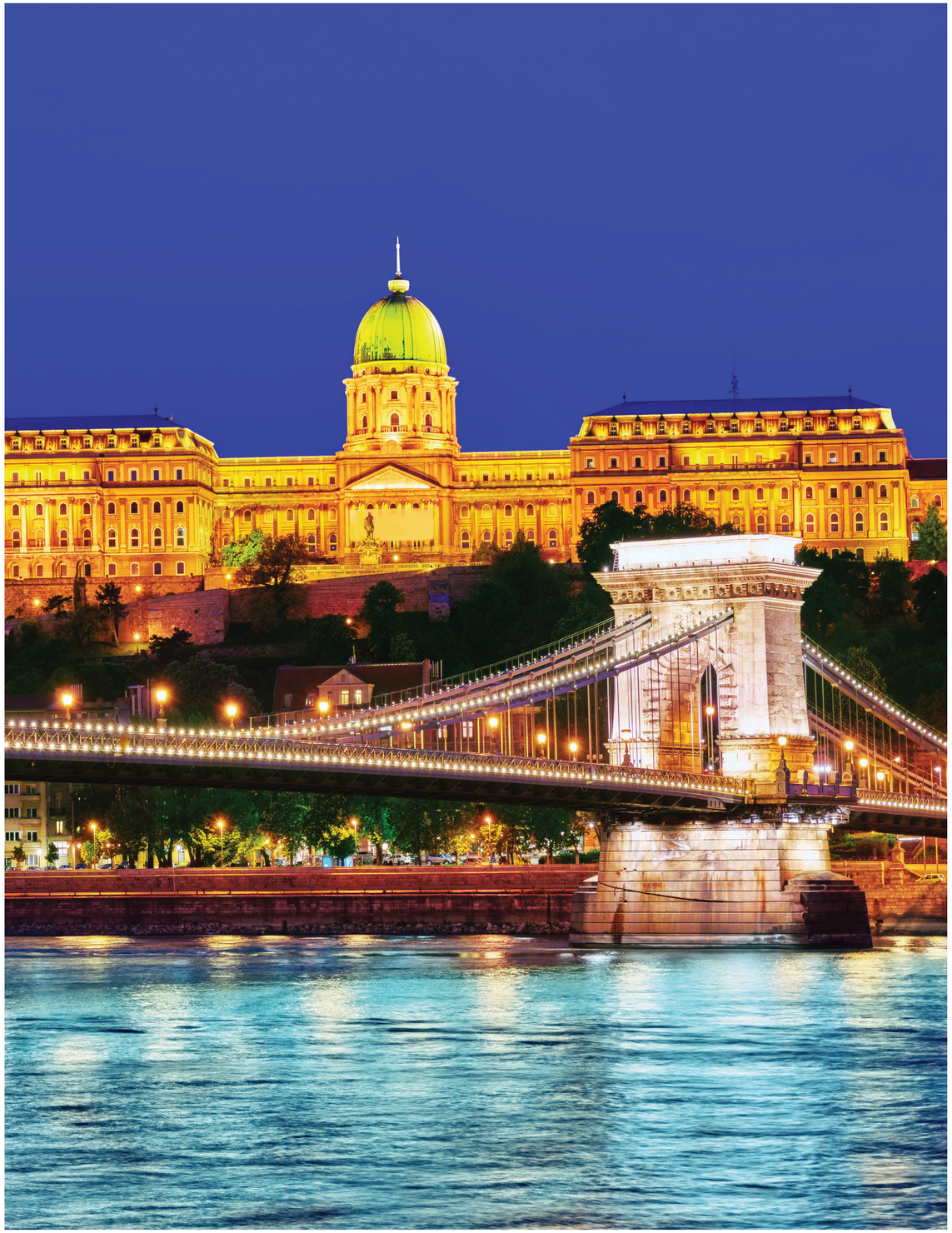
Delegates, guests and accompanying persons are requested to wear their identification badges at all times during the event.

EDUCATIONAL CREDITS

ECTA is an authorized course provider namely:

- UK Solicitors Regulation Authority Accredited (ref. DBL/ECTA), UK
- UK Bar Standards Board Accredited, UK
- CNF, (Consiglio Nazionale Forense), IT
- Ordine dei Consulenti in Proprietà Industriale, IT
- Swedish IP Attorney Association, SE
- Romanian Bar Association (A participation certificate should be filed)
- German Bar Association in principle appropriate to 15FAO, DE (Ultimately a matter for the respective Bar Association).

ECTA constantly provides high level educational content sessions during Annual meetings for attendees working in various fields of trade mark and design law. Please check with your local authorities if these sessions are recognized as credit point granters in your respective country. Kindly sign the relevant attendance register available at the Registration desk. Certificates of attendance will be available upon request after the meeting from the ECTA Secretariat (ecta@ecta.org).



GENERAL INFORMATION

TIME DIFFERENCE

UTC/GMT +1hour

CLIMATE

The climate of Budapest is continental. In June it is usually nice and warm with an average temperature of 23-28 degrees Celsius during the daytime, while the average temperature during the night might range between 14-20 degrees Celsius. Rainy days may occur, however rain is not usual in this season.

CURRENCY

The official currency is the Hungarian Forint (HUF).
The exchange rates applied in Budapest banks, official exchange offices and hotels may vary.
1EURO = approx. 310 HUF

ELECTRICITY

Standard voltage is 220-240V AC, 50 Hz. Electrical appliances from the US require a transformer and an adaptor. Plugs are two-pin and adaptors are available at any hardware store.

BANKS

Most banks are open Monday to Thursday from 08.00 to 16:00 and on Fridays until 14:00. Only a few branches are open on Saturday morning. There are 24-hour ATM cash dispensers throughout the city, most of which accept international bank cards.

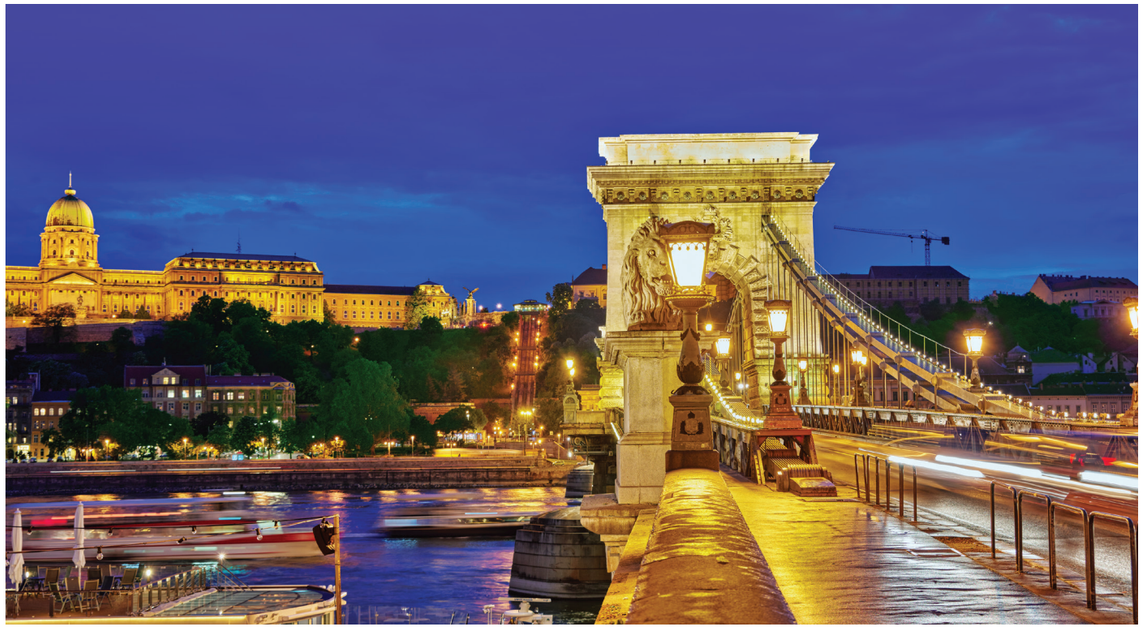
CREDIT CARDS

Most hotels, restaurants and shops accept major credit cards such as American Express, VISA, MasterCard if the emblem at the entrance is displayed.

SMOKING

Hungary has a strict non-smoking policy and smoking is prohibited inside public places. Smoking is only allowed outdoors at designated places.







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EXHIBITORS & MEDIA PARTNERS

中國知識產權 China Intellectual Property

中国知识产权人首选的商业期刊

COMPANY NAME: China IP Magazine (Hurrymedia)
Space No. 5

COMPANY DESCRIPTION: *China IP*, a magazine comprehensively reporting developments of Chinese IP industry and serving IP professionals in enterprises. Since its establishment in 2004, China IP had been dedicated to forwarding the IP voice of China worldwide. To date, with the core products of the Chinese monthly magazine and English bi-monthly magazine, our products range from International IP Law Firms directory to news papers, websites, e-magazines, IP Weekly, Wechat, Weibo, conferences and forums, researches and surveys, etc.

CONTACT DETAILS: 7F Zhongguancun Intellectual Property Building A,
No.21 Haidian South Road, Haidian District,
Beijing 100080, China
Phone: +86 10-5218 8229 / +86 10-5218 8231
Fax: +86 10-6515 9811
Email: chinaip@hurrymedia.com
Europe: yingyan.lu@hurrymedia.com
China: vivien.hou@hurrymedia.com

WEBSITE: http://www.chinaipmagazine.com/en/

CompuMark

Trademark Research and Protection

COMPANY NAME: CompuMark
Space No. 4

COMPANY DESCRIPTION: *CompuMark* provides the industry's broadest range of trademark research and brand protection solutions. We enable trademark and brand professionals worldwide to launch, expand and protect strong brands through unmatched global content, expert analysis and tools, and best-in-class service.

CONTACT DETAILS: BELGIUM (MAIN OFFICE EUROPE)
Uitbreidingstraat 72 – 5
2600 Antwerp, Belgium
Phone + 32 2 200 89 98
Fax + 32 3 220 73 90
compumark.be@thomsonreuters.com

WEBSITE: http://www.compumark.com/

Wolters Kluwer Corsearch

COMPANY NAME: Corsearch
Space No. 9

COMPANY PROFILE: Trademark Research Services

COMPANY DESCRIPTION: *Corsearch* is the world's leading provider of tools and services for trademark and digital brand solutions. Rated #1 in quality in every category of trademark search by World Trademark Review's most recent global survey of trademark practitioners, Corsearch is known for powerhouse innovation and laser-focus on speeding workflows of busy practitioners.

CONTACT DETAILS: Europe: +32 (0) 2 302 90 00
United Kingdom: +44 (0)800 840 1754
United States: 1 800 SEARCH 1™ (800 732 7241)

WEBSITE: www.corsearch.com

darts-ip

COMPANY NAME: Darts-ip
Space No. 7

COMPANY PROFILE: The Global IP Case Law Database

COMPANY DESCRIPTION: *Darts-ip* is the largest IP case law database and the only global one. We help lawyers, judges, IP attorneys, business analysts, and in-house counsels find cases that matter. Our tools also bring a new dimension to case law data which allows our clients to also gain global IP insight.
Darts-ip collects decisions daily and currently has over 2,400,000 cases from over 2945 courts located in 67 different countries.

WEBSITE: www.darts-ip.com

EXHIBITORS & MEDIA PARTNERS

Dennemeyer
The IP Group

COMPANY NAME: Dennemeyer Group
Space No. 8

COMPANY DESCRIPTION: *Dennemeyer Group* has over five decades of experience in delivering quality IP services such as patent annuities, trademark renewals and recordals, as well as strategic IP consulting and cutting-edge software solutions for effective IP management. Working in unison with the law firm Dennemeyer & Associates, Dennemeyer also provides legal services such as European patent validations, Patent Cooperation Treaty nationalisations, trademark and patent filing and prosecution.
Dennemeyer maintains 24 offices in 16 countries: Australia, Brazil, China, Croatia, France, Germany, Japan, Luxembourg, Poland, Romania, Russia, Singapore, Switzerland, the United Arab Emirates, the United Kingdom and the United States.
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L-1274 Howald, Luxembourg
Phone : +352 49 98 41 1
Fax : +352 49 98 41 999
e-Mail : info@dennemeyer.com

WEBSITE: www.dennemeyer.com

IPPro the internet

COMPANY NAME: IPPro The Internet
Space No. 11

COMPANY DESCRIPTION: *IPPro The Internet* is the key resource for professionals who enforce, protect and promote IP online. It covers the entire spectrum of intellectual property as it relates to the internet, from trademark infringement cases to the increasingly complex domain name space. It reports the news as it happens and provides analysis from industry experts who are on the inside and outside of key industry developments.
IPPro The Internet's key areas: patent, trademark and copyright infringement; trademark and patent filings; technology licensing; online counterfeiting; domain name developments and disputes; new gTLDs; social media developments and disputes; brand promotion through online advertising and social media; regulatory developments; IP office developments; and IP technology.

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@IPPro_Tweets

WEBSITE: www.ipprotheinternet.com

SMD Group
IP Services and Products

COMPANY NAME: SMD Group
Space No. 12

COMPANY PROFILE: Trademark Searching and Monitoring – Worldwide

COMPANY DESCRIPTION: *SMD Group* has its core competencies in searching and monitoring of intellectual property rights: trademarks, company names, industrial designs, patents and utility models, domain names, titles and slogans. With additional services we are able to meet customers' specific needs; such as trademark
administration or domain management for example. We also provide sophisticated and user-friendly products and applications in order to assist IP professionals in their daily work with intellectual property rights. For example, we offer a very comfortable trademark search software.
The subsidiary SMD Benelux is specialised in trademark searches with legal opinion (i-Search). The legal opinions are provided by experienced trademark attorneys and IP professionals in the relevant jurisdiction. Each legal opinion is based on a comprehensive search. This service is very attractive and useful for companies and law firms when managing naming projects in countries abroad. SMD Benelux draws on a network of more than 360 reliable, independent local lawyers worldwide.
In addition, we offer current information on trademarks and trademark law. On our SMD Country Index website for example, you will find details on trademark laws and regulations for almost every country in the world

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Manhagener Allee 76a

22926 Ahrensburg
Germany
mail@smd-group.info
Phone: + 49 4102 8048 0
Fax: + 49 4102 8048 35

WEBSITE: www.smd-group.info

EXHIBITORS & MEDIA PARTNERS

COMPANY NAME: The Trademark Lawyer Magazine
Space No. 2

COMPANY DESCRIPTION: *The Trademark Lawyer Magazine* was first published in May 2013 and quickly established itself as a 'need to read' publication for international trademark and branding professionals. The Trademark Lawyer Magazine is now seen by over 10,500 trademark, branding, and marketing professionals around the world, alongside our bonus distribution at all the top international trademark focused conferences. Published bi-monthly in both hard copy and electronically via the latest page turning software, The Trademark Lawyer prides itself in informing readers with the most current and informative articles every issue from prestigious trademark professionals around the world. The Trademark Lawyer Magazine is 100% focused on trademarks and is not diluted with generic IP articles and features. Readership for this need-to-read publication is mainly split between in-house counsel and private practice; however our readership also covers branding experts, senior marketers and 'C' suite executives. The Trademark Lawyer Magazine is written and advised by an esteemed panel of international trademark experts and guest writers who provide up to date information on trademark law and branding issues.

WEBSITE: www.trademarklawyermagazine.com

COMPANY NAME: Valipat and Envoy
Space No. 3

COMPANY DESCRIPTION: *Valipat* offers a wide range of IP administrative services across the globe, exclusively to IP professionals. Their services include: IP recordals, PCT national/regional phase entries, Paris Convention filings, Stand-alone translations by patent attorneys, European patent validations (for EP attorneys only) and Unitary patent services. In addition, Valipat's sister company Envoy can handle the payment of annuities and renewal fees.

CONTACT DETAILS: info@valipat.com
enquiries@envoyrenewals.com

WEBSITE: www.valipat.com
www.envoyrenewals.com

COMPANY NAME: World Customs Organization IPM – Private Sector
Space No. 6

COMPANY DESCRIPTION: *The World Customs Organization (WCO)* was established 1952 as the Customs Co-operation Council & now represents 180 Customs Administrations across the world. As an independent intergovernmental body, WCO's combined membership is collectively responsible for managing and processing more than 98% of world trade. In addition to its role in stimulating the growth of legitimate trade, WCO well known for its international efforts to combat fraudulent activities of all types; from drug trafficking, money laundering and to ensuring food safety & revenue security.

COMPANY NAME: World Intellectual Property Organization
Space No. 10

COMPANY DESCRIPTION: *The World Intellectual Property Organization (WIPO)* is the global forum for intellectual property policy, services, information and cooperation. A specialized agency of the United Nations, WIPO assists its 189 member states in developing a balanced international IP legal framework to meet society's evolving needs. It provides business services for obtaining IP rights in multiple countries and resolving disputes. It delivers capacity-building programs to help developing countries benefit from using IP. And it provides free access to unique knowledge banks of IP information. For more information contact WIPO at www.wipo.int

WEBSITE: www.wipo.int

中国知识产权人首选的商业期刊

WORLD INTELLECTUAL PROPERTY REVIEW

Conference brand visual development by

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China IP, a magazine comprehensively reporting developments of Chinese IP industry and serving IP professionals in enterprises. Since its establishment in 2004, China IP has been devoting itself to disseminating the philosophy and value of IP globally effeciently. To date, with the core products of the Chinese monthly magazine and the English bi-monthly magazine, our products range from International IP Law Firms directory to newspapers, websites, e-magazines, IP Weekly, WeChat, Weibo, Linkedin, Twitter, IP Video, conferences and forums, IP Cáfe, etc.

2004
- International IP Law Firms publicated
- China IP publicated as a quarterly magazine globally

2005
- China IP upgraded to a bimonthly magazine

2008
- IP channel on People's Daily Online and IP salon were held at the corresponding period

2010
- Launched the online video program "IP News Weekly"
- China IP upgraded to a monthly Chinese and bimonthly English magazine

2011
- China IP launched its official Weibo
- Held he 1st China IP Annual Forum
- The IPR Channel of China Daily website went live

2012
- Series of IP salons initiated
- Held the 2nd China IP Annual Forum (Intellectual Property Forum on Chinese Painting and Calligraphy)

2015
- Published the 100th issue of China IP Magazine
- Held the 5th China IP Annual Forum & 2015 Annual Conference of In-house IP Managers in China

2016
- Set up the IP cáfe of "Innovation Wings"
- Held the 6th China IP International Annual Forum & 2016 Annual Conference of In-house IP Managers in China

2017
- Held the 7th China IP International Annual Forum & 2017 Annual Conference of In-house IP Managers in China



China IP magazine
(Chinese and English versions)



International IP Law Firms Directory
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Website
New Media



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1 Source: The 2016 Am Law 100
2 Source: Pharm Exec's Top 50 Companies 2016
3 Source: Box Office Mojo – 2015 Domestic Grosses
4 Source: Interbrand Best Global Brands 2016

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Is there a tool that lets marketing and legal work together on brand naming and legal clearance?	YES
Does anyone have a solution that gives me real, actionable insights on domain name investigations?	YES
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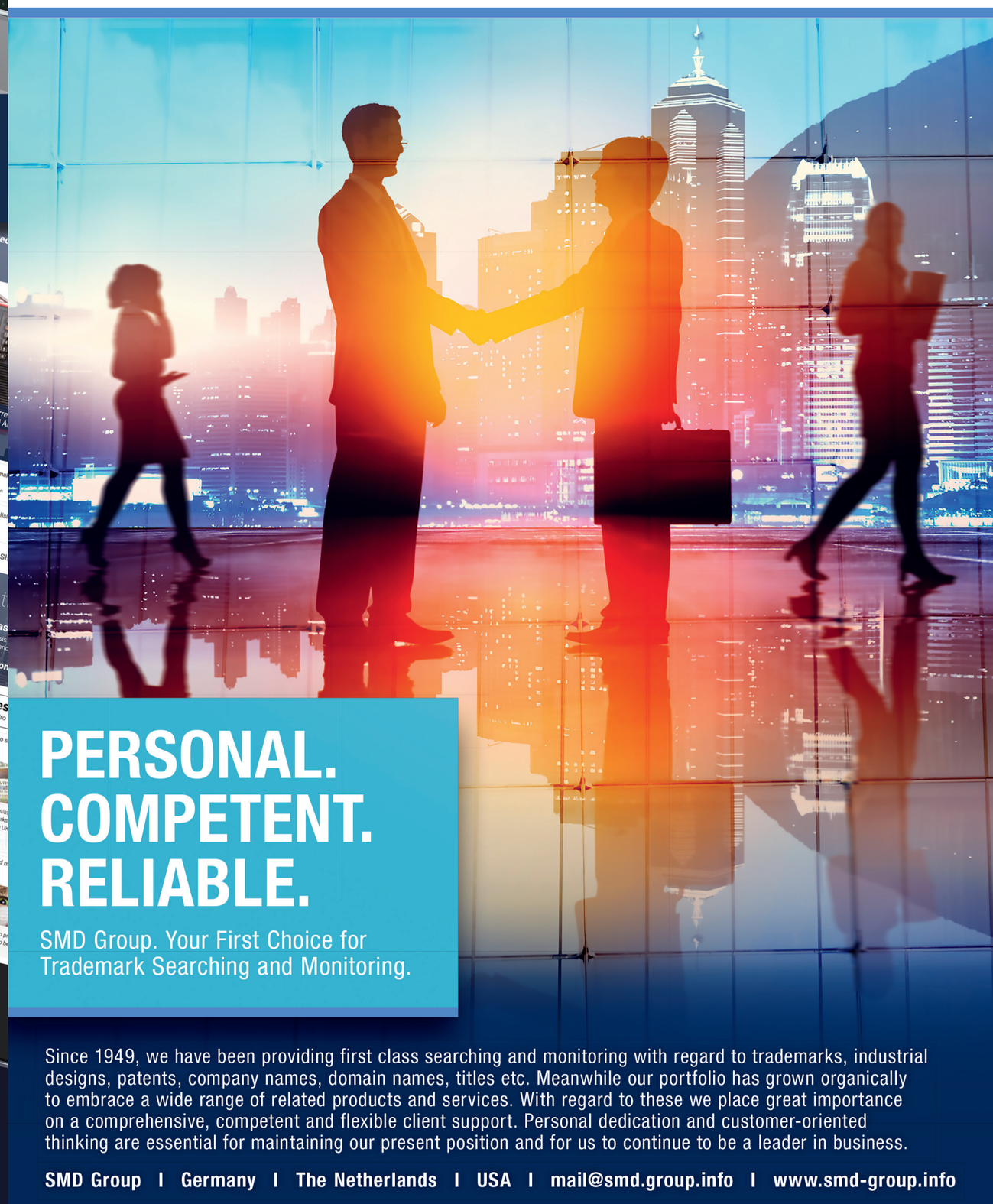

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The Trademark Lawyer

GLOBAL REACH, LOCAL KNOWLEDGE



The Trademark Lawyer Magazine features articles written by professionals at the top of their field of expertise, which contain not just the facts but also analysis and opinions. Important judgments are examined in case studies and topical issues are reviewed in longer feature articles.

Reflecting the growing importance of international developments in intellectual property, the IP Knowledge Share section answers key questions in a Q&A format to basic legal queries for different jurisdictions - perfect for studying intellectual property law in its European and international context.

All of this and the top news stories are brought to your desk bi-monthly via the printed magazine, and access will be provided on **www.trademarklawyermagazine.com** via IP authentication to give all of your staff access to the library of current and archived editions.

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