



European Communities Trade Mark Association

**ECTA SEMINAR
CRUCIAL CHALLENGES FOR THE
EUROPEAN TRADE MARK SYSTEM
HOTEL SILKEN BERLAYMONT, BRUSSELS, 8 FEBRUARY 2012**

PROGRAMME

12.30 – 13.30 *Registration*
Walking lunch

13.30 – 13.45 *Introduction*
Annick Mottet Haugaard, ECTA President, Lydian, BE

13.45 - 15.30 *Territoriality of Genuine Use and Predictability*
Mihály Ficsor, Vice President of the Hungarian Patent and Trade Mark Office, HU
Fabio Angelini, Trade Mark Attorney, Chair of the ECTA Law Committee, De Simone & Partners, IT
Dawn M. Franklin, Chairman of AIM Trade Mark Committee, GB

Discussion with the audience

15.30 – 15.45 **Coffee break**

15.45 – 17.15 *Class headings, a means to improve clearance of the CTM register?*
Anne Jörgensen, Director, Danish PTO, DK
Fabio Angelini, Trade Mark Attorney, Chair of the ECTA Law Committee, De Simone & Partners, IT
Célia M. Ullmann, Assistant General Counsel, Technology & IP Law Group / Trademarks, Philip Morris International Management S.A., CH

Discussion with the audience

17.15 – 17.30 *Closing remarks*
Dr. Max Oker-Blom, ECTA Secretary General, FI

Location:

Hotel Silken Berlaymont
Gasperi Room
11-19, Boulevard Charlemagne
1000 Brussels
Belgium