



EMEA Conference
London
14 May 2009
Hosted by



Meeting Agenda

9:00 a.m.	Registration	
9:15 a.m.	Welcome and Anti-Trust Legal Reminder	Joanne Cooke, Executive Director AGMA
9:30 a.m.	Brandjacking Index in Cyberspace	Charlie Abrahams, Vice President and General Manager EMEA MarkMonitor
10:15 a.m.	Four Evils: Challenges to Protecting Your Brand	Spencer Cleary, Manager – Business Controls Cisco Systems
11:00 a.m.	Tackling Parallel Imports in Europe - The Legal Tool Kit	Ian Lowe, Partner Nabarro Law Firm
Noon	LUNCH BREAK	
1:00 p.m.	Parallel Imports: Building an Effective Strategy to Protect the Authorised Channel. Case Study and Best Practices	Paul Rawlinson, Partner Tania D'Souza-Culora, Associate Baker & McKenzie
1:45 p.m.	What Really Happens Around the World?	Christophe Zimmermann Customs Expert, IPR Enforcement World Customs Organization
2:30 p.m.	BREAK	
2:45 p.m.	Guide to Brand Protection	Susanne Hasselmann, Chairwoman The Anti-Counterfeiting Group
3:30 p.m.	Best Practice of End User Verification	Jeff Banning, Brand Protection Manager EMEA Hewlett-Packard
4:15 p.m.	ROUNDTABLE DISCUSSION	
	Closing Statements	Joanne Cooke, Executive Director AGMA