PTMG Geneva 2009

AGM AND 78th CONFERENCE
23rd and 24th MARCH 2009

INTERCONTINENTAL HOTEL, GENEVA

"INDUSTRY MEETS INSTITUTIONS – THE WORLD OF NGOs AND IGOs"

CONFERENCE CHAIRMAN: SUE EVANS

Sunday 22nd March

1930 – 2300	Optional dinner in the Hotel	

Monday 23rd March

1300 – 1415	Conference Registration in the Hotel	
1415 – 1430	ANNUAL GENERAL MEETING	
1430 – 1440	Opening of Conference and Chairman's Remarks	
1440 – 1520	Alan Cox Memorial Lecture - The Risks and Challenges of Globalization for Intellectual Property	**Francis Gurry** (Director-General, WIPO)
1520 – 1600	International Case Round-up	**Verena von Bomhard** (Lovells)
1600 – 1630	**TEA**	

Evening

1900 hours	Meet in Hotel lobby for coach transfer
1930 – 2315	COCKTAIL RECEPTION and GALA DINNER at the **Grand Theatre** (Dress: business/ lounge suit)

Tuesday 24th March

0915 – 0920	Chairman's Remarks	
0920 – 1000	OHIM – News from the Front – fees, designs, Madrid and strategic developments	**Peter Lawrence** (Vice-President OHIM)
1000 – 1040	OHIM's Class 5 Opposition Practice: Confused? You will be!	**Stephen James** (RGC Jenkins & Co)
1040 – 1110	**COFFEE**	
1110 - 1230	Pharmaceutical trade marks and international non-proprietary (generic) names – latest developments	**Rafaella Balocco Mattavelli** (WHO) **Marcus Hopperger** (WIPO)
1230 – 1430	**LUNCH**	
1430 – 1510	Comparative Advertising – the o2 decision, L'Oreal and Bellure and others	**Michael Silverleaf** (Chambers of Michael Silverleaf QC)
1510 – 1550	The battle for brand name success - Navigating a name to global regulatory approval	**Rebecca Robins** **John Breen** (Interbrand Health)
1550 – 1630	gTLDs - What's next?	**Karla Valente** ICANN
1630 – 1640	Chairman's Remarks and Close of Conference	
1640 – 1700	**TEA**	
1700 -	Departure of delegates	