

ANNUAL CONFERENCE

Thursday 19 October 2017

Hilton London Kensington Hotel,
Holland Park Avenue London W11 4UL

The perfect place to get your voice heard, learn from others and explore initiatives for brand protection. With expert speakers, engaging debates and stimulating conversations.

MarkMonitor
Protecting brands in the digital world

 **Clarivate**
Analytics

Programme

MarkMonitor
Protecting brands in the digital world



08:30 Registration, refreshments and exhibition opens

09:30 Welcome

Session One

Welcome and introductions

Welcome to the conference and a brief introduction to the Anti-Counterfeiting Group (ACG)

Alison Statham ACG Director General

Thomas Parrott ACG Vice Chair

09:40 Analysis

Delivering on what matters – IP enforcement

The role of IP enforcement in the IPO's updated IP Enforcement Strategy 2020

Ros Lynch Copyright and IP Enforcement Director, Intellectual Property Office (IPO)

10:00 Explore

IP enforcement and the internet

A legal and practical guide to IP enforcement in the digital world

Erling Vestergard Seconded National Expert, European Union IPO (EUIPO)

10:20 Creative

Exploring creative enforcement initiatives

When collaboration and information sharing results in new, innovative approaches to tackling IP crime

Graham Mogg ACG Intelligence Coordinator

Janet Shaw Trading Standards Manager, Manchester City Council

11:00 Questions followed by a break for refreshments

11:50 Examine

Session Two

Intellectual property and the Trump administration

Taking on a legal role and helping to set the new administration's policy agenda

James Uthmeier Special Advisor to the Secretary of Commerce, U.S. Department of Commerce

12:10 Insight

Counterfeiting from an industry perspective

How is counterfeiting developing, will it impact your strategy and what innovative activities can be used?

Shelia Henderson Chief Intellectual Property Counsel, Richemont International Limited

12:30 Forecast

Predicting the future – policy change for counterfeiting and the economy

With BREXIT and political change looming consider what ongoing uncertainty means for the UK, brand protection and your organisation

Louise Butler Head of Brand Protection Europe, Diageo Plc

Piotr Stryszowski Organisation for Economic Co-operation and Development (OECD)

13:00 Questions followed by lunch

14:15 Guest speaker

Session Three

Boosting IP enforcement – a national IP enforcement body

Hear views on the benefits of a national enforcement body, how it would work and whether the UK should follow suit

Susan Wilson US IP attaché to the EU

14:35 Action

How is Alibaba protecting IP rights?

Hear about Alibaba's mission to reduce counterfeit goods using big data and technology

Graham Clemence Senior Director, Global IP Enforcement & Security, Alibaba Group

14:55 Learning

Using your IP rights to support your anti-counterfeiting strategy

The role of registered trademarks in an anti-counterfeiting strategy and how IP legislation and case law can be applied to strengthen your business

Tim Smith Principal, Rouse Consultancy

Chloe Long Brand Protection Manager EMEA, Michael Kors

15:30 Debate

Panel discussion: Selling on the internet – an opportunity or threat?

Hear different perspectives on e-tailing and the growing impact of online counterfeiting on businesses and the economy

Mike Andrews National eCrime Co-ordinator, NTSeCT

Dennis Collopy Academia, music publisher and artist manager, University of Hertfordshire

Moderated by **Erling Vestergard** Seconded National Expert, EUIPO

Wrap up and conference close

A roundup of the days' highlights, actions and takeaways

Alison Statham ACG Director General

BOOKING FORM

ACG Annual Conference 2017

Thursday 19 October 2017

Hilton London Kensington Hotel, W11 4UL

WAYS TO BOOK:

- ✈ WEB a-cg.org
- @ CALL +44 (0)1494 449165
- ✉ EMAIL admin@a-cg.com
- ✉ POST **PO BOX 578, HIGH WYCOMBE, BUCKS HP11 1YD**

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1st DELEGATE Conference Dinner (tick as appropriate)

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Dietary/other requirements _____

Twitter handle@ _____

4th DELEGATE Conference Dinner (tick as appropriate)

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Job title _____

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ACG Member Delegate

£400 + VAT

Non-Member Delegate

£600 + VAT

Enforcement Officer

£150 + VAT

Eve of Conference Dinner

£75 + VAT

*All prices exclude VAT

An invoice will be sent on receipt of this booking form. Payment must be made prior to the event

Signature _____

Date _____

ALL CANCELLATIONS MUST BE MADE IN WRITING Cancellations will be charged a 25% administration fee. The full fee is payable for any cancellations received after **Thursday 5 October 2017**.

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