

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.

Conference sponsored by

MarkMonitor
Protecting brands in the digital world

 **Clarivate**
Analytics

Programme

Sponsored by
MarkMonitor
Protecting brands in the digital world
Clarivate
Analytics

08:30 Registration and refreshments

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

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 Director of Copyright and IP Enforcement, 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

Transnational Alliance to Combat Illicit Trade

Hear about this new initiative and a recent project developed in partnership with the Economist Group

Jeffrey Hardy Director-General, Transnational Alliance to Combat Illicit Trade (TRACIT)

12:10 Insight

Counterfeiting from an industry perspective

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

Sheila 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

Mark Paton European Intellectual Property Counsel, Canon Europe Limited

Piotr Stryszowski Senior Economist, 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 European Union (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

Changing the conversation: demonstrating impact and value

Considering the challenges of reporting on brand protection activities and how to engage a broader stakeholder group to demonstrate the real impact and value being delivered.

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

Phillip Davies Group Head of Content Protection, Cyber Security & Investigations, SKY UK Limited

Mike Andrews National eCrime Co-ordinator, NTSeCT

Xuemei Bian Senior Lecturer in Marketing, University of Kent

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

16:15 Questions and close

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**

ORGANISATIONAL DETAILS

Organisation name: _____

Contact name: _____

Email: _____

Invoice address: _____

Tel _____

1st DELEGATE Conference Dinner (tick as appropriate)

Name _____

Job title _____

Tel _____

Email _____

Dietary/other requirements (e.g. access) _____

Twitter handle@ _____

2nd DELEGATE Conference Dinner (tick as appropriate)

Name _____

Job title _____

Tel _____

Email _____

Dietary/other requirements _____

Twitter handle@ _____

3rd DELEGATE Conference Dinner (tick as appropriate)

Name _____

Job title _____

Tel _____

Email _____

Dietary/other requirements _____

Twitter handle@ _____

4th DELEGATE Conference Dinner (tick as appropriate)

Name _____

Job title _____

Tel _____

Email _____

Dietary/other requirements _____

Twitter handle@ _____

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**.

DATA PROTECTION The ACG gathers personal data in accordance with the Data Protection Act 1998. This information will not be forwarded to third parties to be used for marketing purposes or for mailing information about goods and services that may be of interest.

DISCLAIMER This programme is correct at the time of going to press. In the event of one or more of the advertised speakers being unable to attend, for reasons beyond the control of the conference organisers, we reserve the right to make alterations or substitutions to the programme as deemed fit. All timings are provisional and may be subject to change. Views expressed by speakers are their own. The ACG disclaims any liability for advice given or views expressed by any speaker at the event or in documentation provided for the delegates.