



Trade Marks and the Downturn



EVENT

11am - 3pm;
10:30am registration

DATE

17th February 2009

PLACE

Hardwicke Building
New Square
Lincoln's Inn
London WC2A 3SB

[Register your place](#)

Trade Mark Transactions in Troubled Times

When tidal waves of economic turmoil beset industry and commerce, the smooth and predictable machinery of trade mark law and practice is one of the few relative constants that can be relied upon. The assignment of marks, with or without their original business activities, is part and parcel of the acquisition of the assets of failed enterprises, while licensing may enable a brand to continue to prosper through licensee investment when the licensor has neither the capital nor the appetite for risk that accompany the decision to go it alone. Meanwhile, market fluctuations play havoc with the valuation of IP portfolios and the evaluation of both licensing and litigation strategies. Existing commercial arrangements need to be reviewed as well: should defaulting licensees be nurtured till their business operations improve, or should they be terminated and fresh licensees brought in to replace them?

This seminar, brought to you by **Hardwicke Building** in conjunction with the **IPKat** intellectual property weblog, seeks to examine the key issues faced by trade mark owners and their professional advisors when addressing these problems. Are we ready for the challenge? Have we the right information and skills at our fingertips, the right checklists to hand? Join us on Tuesday 17th February and find out.

The speakers are **Laurence Cohen** (dispute resolution specialist, Latham & Watkins), barrister **Mark Engelman** (Hardwicke Building), **Stephen Reese** (an intellectual property partner at Olswang specialising in commercial transactions) and **Neil J. Wilkof** (an internationally respected scholar and practitioner, author of Sweet & Maxwell's Trade Mark Licensing). Chairing the event will be **Jeremy Phillips** (IP consultant, Olswang, and IPKat weblog).

This seminar will cover:

- Valuing and the value of deals and litigation in turbulent times with **Laurence Cohen**, Latham & Watkins
- Dangerous transactions and deceptive registrations with **Mark Engelman**, Hardwicke Building
- Terminating trade mark contracts - what to watch out for with **Stephen Reese**, Olswang
- Trade marks and insolvency: problems and solutions with **Neil J. Wilkof**, Herzog Fox Neeman and author of Sweet & Maxwell's *Trade Mark Licensing*

CPD Points

This seminar will be accredited with 3 CPD points.

Refreshments

This is a half day seminar including both lunch and light refreshments.

Cost

£50 per person excl. VAT (£57.50)

BUT the first five in-house trade mark practitioners to register can come for free.

If you would like to attend, please complete the form overleaf and fax to Louise Poppelwell to reserve your place. A copy of the original should be returned together with your cheque, made payable to Hardwicke Building. You will be sent a VAT invoice plus a copy which will act as your entry ticket. If you have any queries regarding the seminar please do not hesitate to contact Louise Poppelwell on +44 20 7242 2523 or email louise.poppelwell@hardwicke.co.uk

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to reserve your place now.**

The cost of this seminar is £50 excl. VAT (£57.50) per person but the first five in-house trade mark practitioners to register can come for free. Don't forget to add the names of all those wishing to attend.

Delegate 1
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Delegate 2
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Delegate 3
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I enclose a cheque made payable to Hardwicke Building
in the sum of being payment

For person(s) inclusive of VAT.

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Disabled facilities and dietary requirements:

We do have disabled facilities at Hardwicke Building. However these are limited. If you have a special requirement, please do not hesitate to indicate your needs here:

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