



THE UNIVERSITY OF  
MELBOURNE



THE INTELLECTUAL PROPERTY RESEARCH INSTITUTE OF AUSTRALIA  
PROUDLY PRESENTS THIS FREE PUBLIC SEMINAR

# BANNING TOBACCO LOGOS: A LOOK AT THE ISSUES

Register online at  
[www.ipria.org](http://www.ipria.org)

DATE AND TIME:  
Wednesday 26 May 2010  
6:00 - 7:30pm  
(Refreshments from 5:30pm)

VENUE:  
Lecture Theatre G08  
Ground Floor,  
Melbourne Law School  
185 Pelham Street  
CARLTON VIC 3053

RSVP:  
Michelle Wilson  
IPRIA  
Alan Gilbert Building  
University of Melbourne  
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PRICE:  
Free of charge

CLOSING DATE:  
25 May 2010

## Continuing Professional Development

**Professional Standards Board**  
The Professional Standards Board for  
Patent and Trade Marks Attorneys has  
advised that attendance at this seminar  
will enable Patent and Trade Marks  
Attorneys to claim 1.5 CPE points.

*The Australian Government recently announced its intention to ban the use of artwork and logos in the branding of tobacco products, effective from 2012. In this seminar, four distinguished speakers, comprising: Professor Mark Davison (Law, Monash University); Professor John Freebaim (Economics, University of Melbourne); Associate Professor Angela Paladino (Marketing, University of Melbourne) and Mr Tim Wilson (Institute for Public Affairs), consider the economic, legal, ethical and marketing implications of this decision.*



**Mark Davison**  
Professor of Law, Monash University



**John Freebaim**  
Professor of Economics, The University of Melbourne



**Angela Paladino**  
Associate Professor of Marketing, The University of Melbourne



**Tim Wilson**  
Director, Intellectual Property and Free Trade Unit  
Institute of Public Affairs