



THE UNIVERSITY OF  
MELBOURNE



IPRIA PUBLIC SEMINAR IN ASSOCIATION WITH  
THE INSTITUTE OF PATENT AND TRADE MARK  
ATTORNEYS OF AUSTRALIA (IPTA)

## THE PROTECTION OF BRANDS: A CONTEMPORARY LOOK AT ACQUISITION, SCOPE AND MARKET REALITIES

Register online at:

[www.ipria.org](http://www.ipria.org)

DATE AND TIME  
Thursday 11 February 2010  
1:00pm - 2:30pm  
(Refreshments from 12:30pm)

VENUE:  
Cliftons  
Australia Place  
Mezzanine Level  
Cnr St Georges Tce & William St  
PERTH WA 6000

RSVP:  
Michelle Wilson  
IPRIA  
Alan Gilbert Bldg  
University of Melbourne  
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Email: [info@ipria.org](mailto:info@ipria.org)

PRICE:  
Free of charge

CLOSING DATE:  
Friday 5 February

### 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.

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If this particular educational activity is relevant to your immediate or long term needs in relation to your professional development and practice of the law, then you may be eligible to claim one "unit" for each hour of attendance, refreshment breaks not included.

### Acquisition of Legal Protection

*This presentation will focus on registrability and maintenance issues relating to the new types of trade marks which so often form an important part of a trader's brand covering in particular selecting a trade mark, new trends in trade marking and common pitfalls in making trade mark applications and including a commentary on the recent Federal Court decision in *Chocolate Guylian NV v Registrar of Trade Marks*.*



**Presenter:** Trevor Stevens, partner of Davies Collison Cave specialising in trade marks law and practice and teacher in the Masters/graduate trade marks courses at the University of Melbourne and the University of Technology, Sydney.

### Scope of Legal Protection

*This presentation will focus on the ability of traders to prevent the unauthorised use of their trade marks and brands covering in particular the prevention of such use on non-competing goods and services under subsections 120(2) and 120(3) of the Trade Marks Act and including a commentary on the Federal Court decisions in *E&J Gallo Winery v Lion Nathan Pty Ltd* and on the European Court of Justice decision in *L'Oreal SA v Bellure NV*.*



**Presenter:** Janice Luck, Senior Lecturer at the University of Melbourne specialising in the teaching of trade marks law and Special Counsel, DLA Phillips Fox, Melbourne

### Market Realities of Acquiring and Protecting Brands

*This presentation will focus on why brands enhance firm value and on threats to brand value from marketing and traders' management practices including in particular valuing and earnings management practices and changes within the supply chain.*



**Presenter:** Don O'Sullivan, Senior Fellow Melbourne Business School specialising in marketing assets and firm value.