



Intellectual Property For Commercial Lawyers

Rights and Wrongs, Risks and Rewards

10 June 2010, London

“A conference designed specifically for commercial lawyers. An invaluable opportunity to keep fully up to speed on the hot topics”

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9.00 Registration and Coffee

9.30 Chair's Welcome and Introduction
Lorna Brazell, Bird & Bird

9.45 **Opening Address: Intellectual Property and the Internet - A Review of Current Developments**
Phillip Johnson, 7 New Square

10.30 What is IP Anyway?

Common or garden:

- Patents
- Trade marks
- Copyright
- Designs
- Confidential information

Exotics:

- Plant variety rights
- Utility models

Lorna Brazell, Bird & Bird

11.15 Coffee

11.30 Copyright Ownership

- A reminder about property
- The perennial problem of commissioning
- Statutory provisions
- Contracts
- Constructive trusts
- Collaborative works
- The pitfalls of co-ownership

Lorna Brazell, Bird & Bird

12.15 Patents and Designs for Commercial Lawyers

- Overview of patents and designs
- Dealing with patents and designs in commercial agreements
- Corporate transactions and due diligence
- Enforcement of patent and design rights

Alpha Indraccolo, Bird & Bird

1.00 Lunch

2.00 Other Intellectual Property Rights

- Registered trade marks
- Unregistered trade marks
- Confidential Information
- Database Protection Rights

Emily Peters, Bird & Bird

2.50 Contract Matters: How to Protect and Exploit IP in Contracts

- Commercial importance of addressing iprs in contracts
- Common problems
- Licensing of iprs
- Ownership and transfer of iprs
- Warranties and indemnities
- International issues

Belinda Doshi, Field Fisher Waterhouse

3.40 Tea

3.55 Online Branding and Reputation Monitoring

- Web 2.0 changes the rules for all businesses
- What is involved in getting content removed online?
- Defamation and how not to handle it
- Social Media and Brand Protection and Promotion
- Why reputation monitoring is necessary. Who should you monitor and how?

Shireen Smith, Azrights

4.45 Conclusion and Closing Remarks

5.00 Conference Close

Intellectual Property For Commercial Lawyers

This conference adopts a highly practical approach to commercial and topical issues in intellectual property law, ranging from how far does a commercial lawyer need to go to understand the technical subject matter of the contract, through to commercial importance of addressing IPRs in contracts. The conference is designed specifically for commercial lawyers. It will assume a basic understanding of the fundamentals and will provide an invaluable opportunity for all commercial lawyers to keep fully up to speed in this technical and rapidly developing area of work.

Amongst the topics to be covered during the course of this one day conference will be the following:

- Intellectual property and the internet - a review of current developments
- What is IP anyway?
- Copyright ownership
- Patents and Designs for Commercial Lawyers
- Other intellectual property rights
- Contract matters: how to protect and exploit IP in contracts
- Online branding and reputation monitoring

Chair:

Lorna Brazell Lorna Brazell is a partner in Bird & Bird's IP Department. Her practice is broadly based, including a substantial proportion of litigation in patents and copyright but including advising on suitable and effective forms of protection for intellectual property and regulatory aspects of the pharmaceutical industry. Lorna's original degree subject was geophysics and she spent a number of years in research at the University of Cambridge before choosing a career in law. She wrote two chapters of Database Law (eds. Rees/Chalton) and has contributed articles to a wide variety of publications. She speaks regularly on a range of IP topics at conferences in the UK and abroad, and appears as a guest lecturer on the MSc in Intellectual Property run by Queen Mary & Westfield College.

Speakers:

Belinda Doshi, is a partner at Field Fisher Waterhouse. She specialises in information technology, outsourcing and all areas of intellectual property, communications and e-commerce law. She regularly speaks and writes articles on a wide range on intellectual property matters and has an LLM in Intellectual Property from Queen Mary College, University of London.

Alpha Indraccolo is an associate in Bird & Bird's Intellectual Property group, based in the London office. She advises on contentious and transactional matters involving a broad range of intellectual property rights, with a particular emphasis on the life sciences sector. She holds a MSc in Molecular Biology from New York University and a MSc in Management of Intellectual Property from Queen Mary University of London.

Phillip Johnson is a barrister at 7 New Square. He was previously a legal adviser to the UK Intellectual Property Office, where he worked on all of the recent changes to UK law as well as on a number of ECJ cases.

Emily Peters is an associate at Bird & Bird. She advises on all aspects of intellectual property including both contentious and non contentious matters. She has worked with clients from a number of different sectors and has also advised on IP issues in relation to a broad range of corporate sales and acquisitions. She has a PhD in Inorganic Materials Chemistry from University College London.

Shireen Smith founded Azrights, a niche Intellectual Property law firm, specialising in online brand management. Shireen has a masters degree in IP from QMW, and has extensive experience both in private practice and in industry, having held positions at Coopers & Lybrand, Reuters and Eversheds. Shireen focuses on online branding, websites, internet marketing and social media. She has written numerous articles on this area recently, including in the magazine of the *Society for Computers and Law*, and in *Delia Venables Internet Newsletter*. She has also contributed a chapter in *Bloomsbury's Q Finance*, The Ultimate Resource on 'Dealing with Cyber-squatters'.

6 Hours CPD

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Intellectual Property For Commercial Lawyers 10 June 2010, London

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