





Thursday, 15 March 2012

08:45 Arrival and registration of participants

09:15 **Setting the scene**

**I. LEGAL FRAMEWORK AND IMPLICATIONS IN PRACTICE**

09:30 **The international legal framework for geographical indications: state of play and future developments**  
*Marie-Paule Rizo*

Discussion

10:15 **The protection of geographical indications in the European Union: lessons learned and way forward**  
*Volker Schoene*

Discussion

11:15 Coffee break

11:45 **Strategies in setting up geographical indications**  
choosing the name, defining the product, outlining specifications, protection through other IP rights, geographical area, creating consortia  
*Bernard O'Connor*

Discussion

12:15 **Case law on generic names and homonyms**  
*Benjamin Fontaine*

Discussion

13:15 Lunch

**II. RELATIONSHIP BETWEEN TRADE MARKS AND GEOGRAPHICAL INDICATIONS**

14:30 **When can a geographical name be registered as a trademark?**  
*Gail E. Evans*

Discussion

15:30 Coffee break

16:00 **Earlier trade marks versus geographical indications**  
*Roland Knaak*

Discussion

17:00 **Practical recommendations on registering a geographical indication as a collective mark**  
*Imre Gonda*

Discussion

18:00 End of the first day

20:00 Dinner

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**III. ENFORCEMENT OF RIGHTS**

09:00 **How to define exploitation of reputation, misuse, imitation, evocation and practices liable to mislead the consumer?**  
*Eric de Gryse*

Discussion

10:00 **Impact of recent legislative initiatives and cases from the ECJ in the field of counterfeiting**  
*Olivier Vrans*

Discussion

10:45 Coffee break

**IV. MARKETING STANDARDS AND CERTIFICATION SCHEMES**

11:15 **Round table: Compliance with EU rules on labelling of geographical indications:**  
• Agriculture products  
• Wine  
*Irina Kireeva, Luc Berlottier*

Discussion

12:15 **Update on the European Commission's Quality Package 2010**  
Discussion

13:15 End of conference

Programme may be subject to amendment

For programme updates and online registration: [www.era.int/?122734&en](http://www.era.int/?122734&en)

Contact

**Florence Hartmann-Vareilles**  
Head of Section  
European Business Law  
Tel. +49 651 93737-201  
Fax +49 651 93737-773  
E-mail [fhartmann@era.int](mailto:fhartmann@era.int)

