



THE
JOHN MARSHALL LAW SCHOOL[®]
CENTER FOR INTELLECTUAL PROPERTY LAW

Diverging Standards in European and American Trademark and Copyright Laws

Featuring the
**Beverly W. Pattishall Distinguished Lecture
in Trademark Law**

Keynote Speaker

Alex von Mühlendahl

Bardehle Pagenberg, Munich, Germany



**Friday,
October 23, 2009
8:30 a.m. to 5 p.m.
The John Marshall
Law School, Chicago**

Sponsored by

The John Marshall Law School's Center for Intellectual Property Law
IIT/Chicago-Kent College of Law
Bardehle Pagenberg, Munich, Germany
Pattishall McAuliffe Newbury Hilliard & Geraldson, Chicago, Illinois

The John Marshall Law School Center for Intellectual Property Law

Diverging Standards in European and American Trademark and Copyright Laws

October 23, 2009, The John Marshall Law School, Chicago, Illinois

Schedule of Speakers & Topics

Unless otherwise noted, all events will take place in Room 1200, The John Marshall Law School, Chicago, Illinois

8:30 - 9:00 a.m.

Registration & Breakfast

9:00 - 9:15 a.m.

Introduction & Welcome

Dr. Richard S. Gruner
*Professor of Law and Director,
Center for Intellectual Property Law
The John Marshall Law School
Chicago, Illinois*

9:15 - 10:30 a.m.

Protection of Famous and Well-Known Marks (Including Trademark Dilution and Other Issues Related to Reputational Harm)

Moderator

Mary M. Squyres
*Brinks Hofer Gilson & Lione
Chicago, Illinois*

United States

Mark V. B. Partridge
*Pattishall McAuliffe Newbury Hilliard
& Geraldson
Chicago, Illinois*

Europe

Dr. Jochen Pagenberg
*Bardehle Pagenberg
Munich, Germany*

10:30 - 10:45 a.m.

Break

10:45 a.m. - Noon

Three-Dimension Marks (Including Trade Dress)

Moderator

Professor Edward Lee
*Moritz College of Law
Ohio State University
Visiting Professor
Chicago-Kent College of Law
Chicago, Illinois*

United States

Keith M. Stolte
*McDermott Will & Emery
Chicago, Illinois*

Europe

Dr. Henning Hartwig
*Bardehle Pagenberg
Munich, Germany*

12:15 - 1:45 p.m.

Luncheon

*Standard Club, Living Room, 2nd floor
Featuring the Beverly W. Pattishall
Distinguished Lecture in Trademark Law*

Introduction

Raymond I. Geraldson Jr.
*Pattishall McAuliffe Newbury Hilliard &
Geraldson
Chicago, Illinois*

“American Trademark Law – A European Perspective”

Speaker

Dr. Alex von Mühlendahl
*Bardehle Pagenberg, Munich, Germany
Former Director, US Department, Max Planck
Institute; Former Director, Division of
Trademark and Unfair Competition Law,
German Federal Ministry of Justice; Former
Vice President, Office for Harmonization in
the Internal Market, European Union.*

2:00 - 3:15 p.m.

Geographic Indicators (Including Trademark and Sui Generis Protections)

Moderator

Professor Doris Estelle Long
*The John Marshall Law School
Chicago, Illinois*

United States

Jacqueline A. Leimer
*Distinguished IP Practitioner in Residence
IIT/Chicago-Kent College of Law
Chicago, IL*

Europe

Dr. Alex von Mühlendahl
*Bardehle Pagenberg
Munich, Germany*

3:15 - 3:30 p.m.

Break

3:30 - 4:45 p.m.

Copyright Problems on the Internet

**(Including Piracy, Regulatory Issues,
and Industry Responses such as
Take-Down Practices)**

Moderator

William T. McGrath
*Associate Director
Center for Intellectual Property Law
The John Marshall Law School
Chicago, Illinois*

United States

Marcelo Halpern
*Latham & Watkins LLP
Chicago, Illinois*

Europe

Dr. Christof Karl
*Bardehle Pagenberg
Munich, Germany*

4:45 - 5:00 p.m.

Closing Remarks

Dr. Alex von Mühlendahl
*Bardehle Pagenberg
Munich, Germany*

Dr. Richard S. Gruner
*Professor of Law and Director
Center for Intellectual Property Law
The John Marshall Law School
Chicago, Illinois*

5:00 - 6:00 p.m.

Reception

*Room 3East, The John Marshall
Law School*

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Registration Form

Diverging Standards in European and American Trademark and Copyright Laws

Friday, October 23, 2009

To enroll in the program, please complete the registration information (one form per individual).

Registrations may not be made by phone. Payment must be received with the registration.

Registration deadline is Friday, October 16, 2009.

(Please type or print)

Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

E-mail _____

General Registration: \$195

- Government, judicial, or academic registration: \$95
- Students at John Marshall and Chicago-Kent: no charge

(includes continental breakfast, lunch, and reception on Friday, October 23, 2009, and all written materials prepared for the program)

Payment Method (check one)

- Check—please make checks payable to The John Marshall Law School
or
- Credit Card: Master Card VISA

Account Number _____

Expiration Date _____ Signature _____

For payments made with a credit card, fax this form to 312.427.7128.

Cancellation Policy

Cancellations must be received by Friday, October 16, 2009, in order to receive a full refund. After this date, refunds are subject to a \$50 processing fee.

Please Note: A confirmation of your registration will be sent to you by either e-mail or fax. The confirmation will serve as a receipt of payment and will include directions and additional conference information.

Special Service Requirements

Requests must be received by October 16, 2009. Please indicate any ADA service needs below.

- Attending in a wheelchair or other personal transport device
- Additional ADA service requirement _____
- Dietary needs _____

CLE Credit: Approximately 6 hours

The John Marshall Law School will advise the appropriate state bar or agency indicated below of the presentation of this Conference. The extension of CLE credit is subject to each state's approval. It is the responsibility of the individual to meet the requirements of each jurisdiction. The John Marshall Law School is an approved MCLE provider with the State Bars of California, Illinois, Missouri, Pennsylvania, South Carolina, and Wisconsin. The John Marshall Law School will assist with applications to Florida, Georgia, Rhode Island, and Texas, but attorneys must apply individually for credit for courses and submit payment directly to these states.

(Complete only if you require CLE credit. List all states where you require credit.)

Bar No.: _____ State: _____ Bar No.: _____ State: _____

Please complete and return this form by October 16, 2009, to:

The John Marshall Law School Phone: 312.987.1420 Fax: 312.427.7128
Department of Event Management
315 S. Plymouth Court, Chicago, IL 60604



Hotel Information

The following hotels are within walking distance of The John Marshall Law School. Rooms have not been blocked at these hotels. Room rates vary from \$99 to \$350 depending on the hotel and room availability. Please call a hotel promptly to ensure a room.

The Palmer House Hilton

17 E. Monroe,
800.445.8667 or 312.726.7500, www.hilton.com

Club Quarters Hotel

111 W. Adams, 312.214.6400
(A discount on room rates is available at the Club Quarters—simply mention The John Marshall Law School to receive the preferred rate. Rate will be quoted at time of reservation.)

The W Chicago City Center

172 W. Adams, 877.WHOTELS or 312.332.1200, www.whothels.com

Hotel Monaco

225 N. Wabash, 800.397.7661, www.monaco.chicago.com
Crowne Plaza, 10 S. Wabash, 312.372.7696
www.crowneplaza.com

Hotel Allegro Chicago

171 W. Randolph, 800.643.1500, www.allegrochicago.com

Hotel Blake

500 S. Dearborn, 312.986.1234, www.hotelblake.com

Chicago Hilton & Towers

720 S. Michigan Avenue, 800.932.3322 or 312.922.4400
www.chicago.hilton.com

The Essex Inn

800 S. Michigan Avenue, 312.939.2800
Renaissance Chicago Hotel, 1 W. Wacker Dr., 312.372.7200
www.renaissancehotels.com

For additional hotel listings in the downtown Chicago area,
please visit these websites:

www.placestostay.com
www.chicago.hotelchannel.com

Still can't find a room? Try the Hotel Reservations Network at
800.964.6835 or visit www.hoteldiscount.com, www.hotels.com,
www.orbitz.com, or www.travelocity.com.