

Draft AGENDA

INTA
Food and Beverage Industries Seminar for OHIM
Friday October 20, 2006
Jean-Claude Combaldieu Auditorium
Alicante

Speakers :

Jerome Buscail – Danone Group

Constance Debaste – Kraft

Chad Dowle - Diageo

Evie Kyriakides – Mars

Jean-Pierre Maeder – Nestlé

Luis Quijano – Perfetti Van Melle

Blanca Ros – Pepsico

Ronald van Tuijl – Unilever

Moderator : Daryl G. Grecich – Director of Marketing Communications, INTA

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| 09:30 -09:45 | Introductions by:
Joao Miranda da Sousa, Director, GAERD, OHIM
Daryl Grecich, INTA
Ingrid Desrois, special advisor, OHIM |
| 09:45 – 10:15 | Jean-Pierre Maeder : industry overview |
| 10:15 – 11:30 | Speakers present their companies |
| 11:30 – 11:45 | Q & A |
| 11:45 – 12:00 | Break |
| 12:00 – 13:30 | Panel discussions <ul style="list-style-type: none">- Overall Questions (name creation, line extensions, food & drinks ./.
restaurant services, etc)
lead by Ronald van Tuijl- classification, specifications of goods, similarity of goods & services
lead by Evie Kyriakides |
| 13:30 – 14:30 | lunch |
| 14:30 – 17:00 | Panel discussions (continued) <ul style="list-style-type: none">- Defense strategies & enforcement
Lead by Jerome Buscail- Different types of protection (3D,RCD,colors)
Lead by Constance Debaste & Blanca Ros- Regulatory aspects
Lead by Jean-Pierre Maeder- Well-known trademarks
Lead by Luis Quijano |
| 17:00 – 17:15 | Wrap-up |