

Developing and protecting your brand overseas



The Derby Conference Centre
London Road
Derby
DE24 8UX

Wednesday 14 October 2009
5.30 pm - 8.00 pm

Developing and protecting your brand overseas

Date: Wednesday
14 October 2009

Venue: The Derby Conference Centre
London Road
Derby, DE24 8UX



Programme

- 17h30 **Registration and light refreshments**
- 18h00 **Welcome and introduction**
- 18h05 **Defining brand essence and its value**
David Shanks, Partner,
Clear Brand Essence Ltd
- *What is brand essence?*
 - *How does it benefit your business?*
 - *Examples of international brand essence at work in foreign cultures*
 - *Ways to identify and dramatise your company's unique brand essence*
- 18h30 **Question and answer session**
- 18h40 **Round table discussions**
Identify and articulate a brand essence for a company seated at your table
- 19h10 **Feedback from tables**
- 19h25 **How to protect your brand overseas?**
Lynne Chave, Partner,
Urquhart-Dykes & Lord LLP
- *What is intellectual property?*
 - *How does intellectual property help to protect your company's brand?*
 - *How can your business obtain protection in the UK and abroad?*
 - *Where do businesses usually go wrong?*
- 19h50 **Question and answer session**
- 20h00 **Networking buffet and close**

Speakers

David Shanks is an award-winning international copywriter and Creative Director who has worked for Grey, Ogilvy and TBWA on accounts like Fairy Liquid, Nissan, Sony and Mars. Today he is a partner in Clear Brand Essence, a communications agency with offices in London and New York.

- He has lived in Hong Kong, Singapore, Beirut, Dubai, Jeddah, New York and Dallas, with experience of creating global and local communications for large and small clients in over 30 countries.
- David has won over 50 awards around the world for creativity and was a member of the Interactive Grand Jury of the 2009 New York Festivals.
- He has also worked extensively in sport, creating interactive presences for stars like David Ginola, Roy Keane, Ryan Giggs, Jonny Wilkinson, Martin Johnson, George Gregan, Joel Stransky, Olivier Peslier, Justin Leonard and Davis Love III.

Lynne Chave joined Urquhart-Dykes & Lord LLP (UDL), a leading firm of patent and trade mark attorneys, in 1990 having completed a degree in physics. She qualified as both a patent attorney and a trade mark attorney, and has been a partner at the firm since 2003, managing UDL's office in Peterborough.

- Lynne advises a wide range of clients, including SMEs and PLCs, how best to protect, manage and exploit all types of intellectual property, including trade marks, patents and designs.
- Lynne has experience of obtaining International brand protection for a number of UK-based businesses, and frequently uses the International registration (Madrid Protocol) and Community Trade Mark systems as part of this process.

Cost £49.45 (inclusive of VAT @15%) **Free for emita members**

To book go to www.emita.org.uk
or call the emita helpline: **0115 947 1767**

