

DESIGNING THE FUTURE



**39TH ANNUAL
CONFERENCE**

PRELIMINARY
PROGRAMME

ECTA
COPENHAGEN
17-20 JUNE 2020

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A background image of a city street in Copenhagen, Denmark. In the foreground, a blue-painted bicycle lane with a white bicycle symbol is visible. Two cyclists are riding past, their figures blurred due to motion. In the background, there are multi-story buildings with many windows, and a church spire is visible on the left. The overall scene is bright and sunny.

ACCOMMODATION

22.

REGISTRATION &
GENERAL INFORMATION

28.

TRAVEL TO COPENHAGEN

35.



WELCOME

DEAR ECTA MEMBERS, DELEGATES, GUESTS AND FRIENDS,

WELCOME TO THE CITY OF COPENHAGEN! BOASTING A STRONG DESIGN TRADITION, COPENHAGEN IS IDEAL FOR THE THEME OF THE CONFERENCE 'DESIGNING THE FUTURE', AS CREATIVITY AND GREAT MINDS COME TOGETHER TO SOLVE AND DISCUSS THE CHALLENGES OF TOMORROW.

'Royalty' is not a term monopolized for IP issues - Danish monarchy is more than 1000 years old, being one of the oldest in the world. You will find unique historic buildings such as the Rosenborg Castle, the Old Royal Library and the Round Tower, as well as a look to the future with sustainability and architectural highlights like the Black Diamond and CopenHill.

Denmark gets over 40% of its energy from wind power. Despite the windy weather, bicycling is one of the primary forms of transportation in Copenhagen. It's easy and with Super Bicycle Lanes designed to make you get around fast and safe.

The Danish gastronomy scene is strong, offering Nordic cuisine at its best with highly awarded restaurants. Whether in the cosy harbour area of Nyhavn (New Harbour) or in the food markets of Torvehallerne or Tivoli - the oldest amusement park in the world - you can enjoy Danish culinary classics or simply grab a hot dog from one of the local hot dog stands around the city for a genuine experience of being a Great Dane.

DESIGNING THE FUTURE

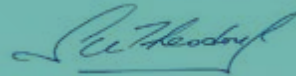


With regard to the working programme, ECTA wishes to look at some of the challenges and opportunities for the IP scene that stem from topics such as new technologies, new legislation, and influence from broader topics such as transparency and sustainability. You can look forward to some interesting speakers and moderators doing their best to provide informative sessions and forward lively discussions.

The conference hotel of Scandic Copenhagen will offer a unique location to explore the city. On Wednesday a short bus ride will take participants to the Copenhagen seaside (Langelinie Pavillon). On Thursday and Friday, as the venues are within walking distance, we will walk and talk as we head towards Øksnehallen for a street food feast, indulging in high quality Danish cuisine (on Thursday) and to Wallmans Circus Building for the Gala Dinner and Show (on Friday).

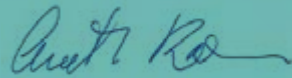
We have indeed created a very unique programme for you, while we on this special occasion shall also be celebrating ECTA's 40 anniversary, predominantly with 'The Greatest Show' on Friday evening at the Gala Dinner in the Circus Building - located in the heart of the city. Brace yourself for another extraordinary conference with your ECTA family.

A warm welcome to Copenhagen!



Sozos-Christos Theodoulou
ECTA President

Members of the Local Organising Committee:



Anette Rasmussen



Frank Jørgensen



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17-20 JUNE 2020

An aerial photograph of a large industrial building with a prominent green roof. A tall, white chimney on the right side of the building is emitting a thick plume of white smoke that rises into a clear blue sky. The green roof is lush with grass and small trees, and several people can be seen walking on it. The surrounding area includes other industrial structures, parking lots, and green spaces. The overall scene illustrates a blend of nature and industry.

Design our
world so that we
have positive
social and
environmental
side effects

Bjarke Ingels (Danish architect)

ECTA

COPENHAGEN

17-20 JUNE 2020

39TH ANNUAL CONFERENCE

DESIGNING THE
FUTURE



Once brutal Vikings, now Danes are one of the world's most peaceful people.

ABOUT DENMARK

Denmark is a country in northern Europe made up of the Jutland Peninsula and more than 400 islands in the North Sea. Due to its geographic situation, Denmark has a relatively mild climate with no extremes of heat or cold. Being part of Scandinavia, Denmark enjoys the light summer months from June to August with an average daytime temperature of 18-20°C and winter months from December to February with an average temperature of 0°C. Here the true Danish spirit comes into play: while the summer months encourage sunbathing, swimming and picnics, the wintertime calls for hot chocolate and candle lights at indoor social gatherings. Danes often refer to this snug and convivial wintery feeling as 'hygge'. It's a very Danish way of making the best of the long winters.

The Danish monarchy is the oldest continuing monarchy in the world and can be traced back to the 8th century. Today, Denmark has a constitutional monarchy, which means that the monarch cannot independently perform political acts. The Danish monarchy is a popular institution in Denmark and the current monarch, Her Majesty Queen Margrethe II, highly loved by her people, can trace her lineage back to the first Viking kings of Denmark over 1000 years ago! Thanks to its long monarchy, Denmark is filled with a rich array of royal monuments, buildings and treasures spanning a thousand

years. From castles and fortresses, to royal art collections and the Crown Jewels, you can experience royal Denmark at many sites across the country.

Time and time again, international surveys celebrate Denmark as the country in the world with the 'happiest' population. Of course, this does not mean that Danes are happily cheering in the streets. It shows that the Danes enjoy a very high level of satisfaction with life. They enjoy a balanced work life with a sense of financial security, freedom for individual, safety, strong respect, tolerance and trust for the community, and the opportunity to pursue and fulfil personal goals in life.

A clean environment is important to the Danes. Denmark is a frontrunner when it comes to green transition and was the first country in the world to establish a Ministry of Environment back in 1971. Half a century of focused energy policy has made Denmark a world leader in renewable energy technology, including wind turbines and energy efficient waste management. 44% of the energy is from wind power and 30% of all energy consumption in Denmark comes from renewable sources. Similarly, Denmark has many ongoing scientific projects to improve society towards a more sustainable daily life. Copenhagen is one of the most bicycle-friendly cities in the world, with priority

bicycle green waves and bicycle-friendly traffic regulation.

Reflecting its landscape, the Danish aesthetic is characterised by simplicity, minimalism and functionality. This philosophy is the core value of Danish design in fashion, food, architecture, furniture and art. You will find moments of quintessential Danish charm on a long sandy beach, admiring a Renaissance castle, on the bike lanes in the city, next to the smoking house in Bornholm or in a candlelit cafe that has perfected the art of 'hygge'.

The Danish cuisine is another reason many food enthusiasts travel to Denmark. Over the past 30 years, Danish food culture has rediscovered its roots and re-invented old recipes for contemporary diners. It emphasizes the use of local and seasonal ingredients and is a hit with both local and international foodies. Restaurant Noma, established in 2003, has been a showcase for New Nordic cuisine. Noma gained international attention when it won the title of the best restaurant in the world four times. Fine Danish restaurants hold a total of 35 Michelin stars in 2019, more than any other Nordic country.

In short — when you arrive in Denmark you will probably notice the relaxed atmosphere, a lot of people on bikes, and that things generally run smoothly. A blend of stately old buildings and modern sustainable architecture speaks of cities that treasure the old but love experimenting with the new. Chart-topping in green energy and quality of life, stunning dining and design, and a cheerful emphasis on 'hygge' — yes, you are at the right place. Welcome to Denmark!

ABOUT COPENHAGEN

Sharing the prestige with Denmark of having the happiest people in the world, its capital, Copenhagen, has often been ranked as one of the world's most liveable cities. Every bit of Copenhagen is designed for its people and for living life. From the buildings and architecture, the green and the sea, the many bikes and the sophisticated infrastructure, to the development of new districts and city culture and public events, Copenhagen is firmly focused on providing a good ground for people's life balance between work and play and extended quality of life.

Copenhagen is a pocket-sized fairy tale and at the same time, a buzzing and innovative hub of ideas. It is a city large enough for every kind of life philosophy, but small enough to bike from one end to the other fast and safely. Through the kaleidoscope of Copenhagen, you see the urban pulse in the cobbled streets, the castles and churches, the artists, beer brewers, the gourmet restaurants and street food stalls, the parents with babies in their strollers, the hipsters and the uniformed, the Crown Prince and the Queen.

There are 0.8 million residents in Copenhagen with ten official administrative districts. Central Copenhagen can be split into 6 areas: Copenhagen city centre, Frederiksberg, Christianshavn & Holm, Vesterbro, Nørrebro, and Østerbro. You can easily bike from one area to the other within

20 minutes or take public transportation, including the recently opened City Ring metro line.

Copenhagen Airport:

Copenhagen Kastrup Airport (CPH) is the main international airport serving the city of Copenhagen as well as the whole region including Øresund. It is the largest airport in Scandinavia and the Nordic countries and one of the oldest in Europe. Located just 8 kilometres south of Copenhagen city centre, it can be reached by train (13 minutes from Copenhagen Central Station) or metro (M2 line 15 minutes from Nørreport).

The Danish Cuisine: 'Seasonal', 'organic', 'innovative' are 3 key words for the latest campaign of new Danish kitchen. The restaurant scene in Copenhagen is an attraction in itself, from reasonably priced bistros to Michelin-starred places. Copenhagen has in total 15 Michelin stars and 10 Bib Gourmand restaurants. But when talking about everyday life, the Danes enjoy their hot dog (bread with sausage, ketchup and mustard) as well as *smørrebrød* (open faced sandwiches). You will find hot dog stalls in all corners of Copenhagen and *smørrebrød* in most Danes' lunch boxes.

Design & Architecture: Danish design, be it furniture or clothing, is known all over the world for its clean, simple lines, great materials and classic creations that never go out of style. Designing everyday products is a visible and strong part of Danish culture. On a larger scale, the recent architectural boom in Copenhagen is inspired by light, water, open spaces and sustainability and displays a strong tradition represented over time by names such as Jörn Utzon and Bjarke Ingels.

Sustainable City to Bike

& Swim: Copenhagen was European Green Capital 2014 and aims to become the world's first carbon-neutral capital by 2025. In Copenhagen, you can swim in the clean waters of the city's harbour baths, stay in a sustainable hotel, eat organic, and ride the electric city bikes around the old maritime city. Life in Copenhagen is almost lived in the saddle of the beloved bicycles. In Copenhagen, people bike whether there is sun, rain or snow. The well designed bike lanes all around the city invite people to bike to work, to school, to take the kids to kindergarten, to shop for groceries and to go to social gatherings.

Top Attractions: Most of Copenhagen's popular attractions and sights are within walking distance. With a history that dates back to 1043, the city is full of historic landmarks, significant buildings and interesting sights and museums. Some of the most esteemed attractions include Tivoli Gardens (Vesterbro), the Little Mermaid (Østerbro), Strøget (city centre), Amalienborg Palace (city centre), the Round Tower (city centre), Christiansborg and Rosenborg Castle (city centre).



One sits more
comfortably

on a
colour
that one
likes.



Verner Panton (Danish furniture and interior designer)



PROGRAMME

WEDNESDAY
THURSDAY
FRIDAY

The 'Heart' chair, designed by Verner Panton in 1958.

PROGRAMME

17 JUNE WEDNESDAY

07.45-20.00

REGISTRATION AND INFORMATION DESK

08.00-14.15

Committee Meetings (*by invitation only*)

08.00-09.00

Advisory Committee

08.00-12.00

Please refer to the Committee Meeting agenda for the precise time of the meeting.

Anti-Counterfeiting Committee
Copyright Committee
Design Committee
Geographical Indications Committee
Harmonization Committee
Internet Committee
Law Committee
Professional Affairs Committee

12.00-14.15

Lunch Meeting
EUIPO-Link Committee
Membership and Disciplinary Committee
Programme Committee
Publications Committee
WIPO-Link Committee

 **12.00-14.15**

Lunch for Council and Committee Members (*by invitation only*)

14.30-18.30

Council Meeting (*by invitation only*)

14.30-17.00

WORKSHOP

Enforcement challenges

Moderator: **F. Peter Müller**, ECTA Past President, Müller Schupfner & Partner, DE

Annick Mottet Haugaard, ECTA Past President, Lydian, BE

Christiane Bou Khater, PhD in Law, Intellectual Property, Prince Sultan University Riyadh, Kingdom of Saudi Arabia

Marius Schneider, Past Chair of the ECTA Anti-Counterfeiting Committee, Cruyplants Eloy Wagemans & Partners, MU

Ray Zhao, ECTA member, representative of China Trade Mark Association, Head of International Trademark Team, Unitalen Attorneys at Law, CN

Diego G. Rossi, Member of the ECTA Anti-Counterfeiting Committee, IBERBRAND, MX

 **15.30-16.00**

Coffee break

17.00-18.00

WIPO / EUIPO WORKSHOP

**New IT tools and useful statistics
New WIPO digital platform**

Moderator: **F. Peter Müller**, ECTA Past President, Müller Schupfner & Partner, DE

EUIPO Speaker

Carsten Fink, Chief Economist, Economics and Statistics Division, WIPO, CH

18.00-18.30

First time attendee reception

20.00-23.00
Welcome Reception
with Dinner Buffet
at Langelinie Pavillonen

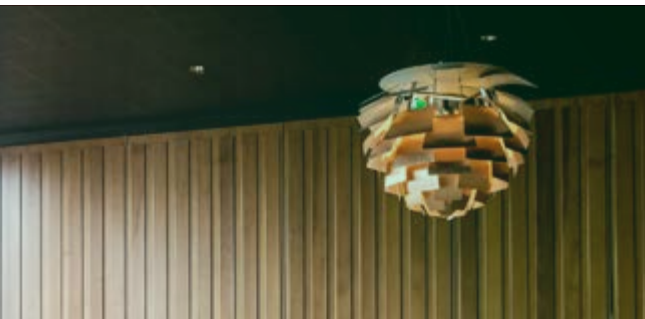
The iconic Langelinie Pavillonen stands in the middle of central Copenhagen's backyard, next to the Citadel (military barracks since 1626), overlooking the sea, and just some steps away from Denmark's darling, the Little Mermaid. The initial Langelinie Pavillonen was started in 1884 for the Danish Organisation for Recreational Boating.

Built in 1956 by architect couple Eva and Niels Koppel, two of the most prominent post-war Danish architects, the current house is packed with furniture and decorations from the golden age of Danish design. Some of Denmark's most talented architects and designers such as Poul Henningsen, Børge Mogensen and Verner Panton have worked with the building down to the smallest detail of interior decorating.

One of the most iconic lamps of Danish design saw the light of day in 1958 when Poul Henningsen (1894-1967) was given the task of designing a chandelier for the building. With the requirement that the lamp must not blind and by way of geometry and mathematical formula in mind, Poul Henningsen designed the PH Koglen (the Cone) for Langelinie Pavillonen. With the greatest respect for the architecture and history of the house, Langelinie Pavillonen has in recent years undergone a number of renovations and improvements in the desire to lift Langelinie Pavillonen into a more modern age focusing on quality in food, design, technology, logistics and people. In this reception, you are invited to dine and mingle with your colleagues in the room with a 270 degree view of Copenhagen that houses Arne Jacobsen's chairs and the PH Lamp.

Dress-code: Smart casual

Bus transfers will be provided from Scandic Copenhagen. The transfer schedule will be listed in the Final Programme.



08.00-18.30

REGISTRATION AND
INFORMATION DESK

08.30-09.00

Annual General Meeting

09.05-09.25

Welcome

Sozos-Christos Theodoulou, ECTA President, The Law Offices of Dr. Christos A. Theodoulou LLC, CY

John Jensen, Deputy Director General, COO, Danish Patent and Trademark Office, DK

Frank Jørgensen, Local Organising Committee, ECTA Council member and member of the ECTA Anti-Counterfeiting Committee, NJORD Law firm, DK

Anette Rasmussen, Local Organising Committee, ECTA First Vice-President and Council member, AWA Denmark A/S, DK

09.30-10.25

LATEST IP NEWS AND TRENDS

Moderator: **Mladen Vukmir**, ECTA Second Vice-President, Vukmir & Associates, HR

Amaryllis Verhoeven, DG Grow, European Commission, BE

EUIPO Speaker

DISCUSSION

10.25-11.25

1ST SESSION

**Parallel imports pharma perspective:
How important is a trade mark?**

A limitless sea?

Moderator: **Kristiane Brøndum Vandborg**, ECTA member, Head of Corporate Trade Marks, Attorney at Law, H Lundbeck A/S, DK

Sara Amini, Head, International Value & Access Policy and Advocacy, IFPMA, CH

Myrtha Hurtado Rivas, Chair of the ECTA WIPO-Link Committee, Head of Global Trade Marks, Novartis International, CH

Kristine Peers, General Counsel, European Federation of Pharmaceutical Industries and Associations (EFPIA), BE

DISCUSSION

PROGRAMME

18 JUNE THURSDAY



11.25-11.45

Coffee break

11.45-13.00

2ND SESSION

Is a design reform needed?

3D printing / virtual printing

Designing the future

Moderator: **Andrea De Gaspari**, Chair of the ECTA Design Committee, De Gaspari Osgnach Intellectual Property, IT

Dinusha Mendis, Professor of Intellectual Property & Innovation Law, Co-Director Jean Monet Centre of Excellence for European Intellectual Property and Information Rights, Bournemouth University, UK

Mette M. Andersen, ECTA member, Sr. Corporate Counsel, LEGO System A/S, DK

Rüdiger Köbbing, Vice-President & Head of Corporate IP, MAN Truck & Bus SE, DE

DISCUSSION



13.00-14.30

Lunch

13.00-14.30

Lunch Meetings (*by invitation only*)

Brexit Task Force

China Task Force

14.30-15.30

3RD SESSION

Using new technologies in the IP environment

Powering up

Moderator: **Péter Lukácsi**, ECTA Council member and Chair of the ECTA Professional Affairs Committee, SBGK Attorneys at Law, HU

EUIPO Speaker

Eric Gisolfi, Vice President, Associate General Counsel at Advance Publications Inc., U.S.

Trevor Little, Editor, World Trademark Review (WTR), UK

DISCUSSION



15.30-15.45

Coffee break

15.45-17.30

4TH SESSION

Trade marks, fashion and sustainability

Look green and clean

Moderator: **Jordi Güell**, ECTA Treasurer, Guell IP, ES

Rosa Maria Ballardini, Associate Professor and Vice Dean (Research), Faculty of Law, University of Lapland, FI

Speaker TBC

Speaker TBC

Ben Natter, Haug Partners LLP, US

DISCUSSION

18.00-19.15

Committee Leadership Meeting

20.00-23.00

Danish Buffet Dinner at Øksnehallen

Dress-code: Smart casual

The venue is within walking distance, no bus transfer will be provided. Meeting point is at Scandic Copenhagen, exact schedule will be provided in the Final Programme.

Øksnehallen is a former market hall, part of the Brown Meat Market started in 1879. The Ox hall was designed by Ludvig Fenger and was completed in 1901. It housed dealers' offices and had a capacity for 1600 head of cattle. The market hall remained in use until the White Meat Market was inaugurated in the 1950s.

In 1984 the Øksnehallen and the side stables were preserved, but it was not until 1993, in connection with the urban renewal at Vesterbro, that it was decided to develop Øksnehallen into the cultural and exhibition hall it appears as today.

Øksnehallen was an old cattle ranch, not a slaughterhouse. Since the beginning of the renovation, an aim was to keep the place original, and to make the renovation as environmentally friendly as possible. Among other things, all the stones in the floor are moulded from the old, scrapped floor material and all rainwater that falls on the building's 8000 m² roof is collected and used. The hall is leased by City of Copenhagen to a private company but with the condition that at least 43% of the events held must be cultural event and the remaining 57% can be business-oriented.

Among the events held annually in Øksnehallen are Copenhagen Comics and Historical Days.

08.00-18.00

REGISTRATION AND INFORMATION DESK

08.30-09.15

Breakfast for In-house counsel
(by invitation only)

Sylvie Harding, Member of the ECTA
Membership & Disciplinary Committee, FR

PROGRAMME

19 JUNE FRIDAY

09.15-11.00

PARALLEL SESSIONS

5TH SESSION

Conflict of interest

Navigating busy waters

Moderator: **Micaela Schork**, LL.M., Chair of the
ECTA Membership & Disciplinary Committee, Tigges
Rechtsanwälte, DE

Speaker TBC

Round table discussion:

Julien Scicluna, Member of the ECTA Professional
Affairs and WIPO-Link Committees and China Task
Force, expert with the EUIPO Observatory in the SME
Expert Group, Cabinet Laurent & Charras, FR

Industry Speaker

Ai-Leen Lim, CEO and Principal Counsel, AWA
Asia, CN

Michelle P. Ciotola, ECTA member,
Cantor Colburn, US

DISCUSSION

6TH SESSION

Moot mediation and how to prepare as a lawyer

In need of hygge?

Mediator: TBC

Katy Basile, Member of the ECTA Law Committee,
ReedSmith LLP, US

Luca Barbero, Member of the ECTA Internet and
WIPO-Link Committees, Studio Barbero S.p.A., IT

DISCUSSION



11.00-11.30

Coffee break

11.30-13.15

PARALLEL SESSIONS

7TH SESSION

IP and start-ups

A windy bike ride

Moderator: **Tania Clark**, ECTA member, Immediate
Past President of CITMA, Withers & Rogers LLP, UK

Speaker TBC

Shaun Russell, Founder, Skandinavisk SR ApS, DK

David Schenavsky, Head of Corporate
Development, Tentamus Group, DE

Paul Kretschmar, LL.M. (IP), Member of the ECTA
Programme Committee, Vossius & Partner, DE

DISCUSSION

8TH SESSION

Creative foods for sharp palates and IP minds

Food fairytales

Moderator: **Boris Osgnach**, Vice-Chair of the ECTA
Geographical Indications Committee, De Gaspari
Osgnach Intellectual Property, IT

Francis Fay, Head of Unit B3, Geographical
Indications, DG AGRI, European Commission, BE

Speaker TBC

Speaker TBC

Carola Onken, KLAKA Rechtsanwälte, DE

DISCUSSION



13.15-14.45

Lunch

14.45-15.00

ECTA Award 2020 Presentation

Sozos-Christos Theodoulou, ECTA President, The Law Offices of Dr. Christos A. Theodoulou LLC, CY
Péter Lukácsi, ECTA Council member and Chair of the ECTA Professional Affairs Committee, SBGK Attorneys at Law, HU

15.00-17.00

9TH SESSION

EU case law update

Taking the broad outlook

Moderator: **Benjamin Fontaine**, Vice-Chair of the ECTA EUIPO-Link Committee, E.G.Y.P. Ernest Gutmann Yves Plasseraud SAS, ES

EUIPO Speaker

BoA Speaker

Andrea Ringle, Secretary of the ECTA Geographical Indications Committee, BRL BOEGE ROHDE LUEBBEHUESEN, DE

Maria José Costeira, Judge at the General Court, LU

DISCUSSION

17.00-17.10

Closure

Anette Rasmussen, ECTA First Vice-President, Awa Denmark A/S, DK

19.15-03.00

Gala Dinner and Show at Wallmans Circus Building

The Circus Building on Axeltorv in the heart of Copenhagen is the oldest of its kind in Europe. This magnificent building was inaugurated with an enormous public celebration in 1886. Throughout its history a multitude of Danish and international circus troupes have played there.

In 1982 the City of Copenhagen began a comprehensive renovation with the objective of restoring the Circus Building to its original appearance. That led to highlighting its distinctive architecture with its enormous dome, arched corridors, festive lobby, coloured seating and the special circus atmosphere. After the restoration both the Circus Building itself and Verner Panton's colour scheme specially designed for the building were listed.

After the renovation and since 2003, Wallmans have occupied this Copenhagen cultural icon. Today this well-known, popular dinner party is the Circus Building's resident production and has entertained more than 800,000 guests.

The cast of the show comprises creative and professional dancers, singers and circus stars from many different corners of the world. Wallmans represents a whole show reel of performances that every guest, regardless of nationality and language, can be bowled over, entertained and thrilled.

Dress-code: Cocktail or evening dress.

The venue is within walking distance, no bus transfer will be provided. Meeting point is at Scandic Copenhagen, exact schedule will be provided in the Final Programme.

Please note that guests will be seated by the Wallmans staff so if you wish to sit with friends or colleagues, please make sure to arrive at the venue together.

Due to adult content, not recommended for under 16 years old.

There will not be any pre-organised tours offered by ECTA for Thursday and Friday.

However, it will be possible to purchase tickets for tours organised by the local agency. Staff at the registration counter at Scandic Copenhagen will be at your disposal to provide basic to moderate city information. More details of the tour options and booking procedure will follow in the Joining Information.

Saturday excursions pre-organised by ECTA can be booked and paid online during the registration process.

Should you wish to book after 8 June 2020 or on-site, the booking will be accepted upon availability and with a 20% administration surcharge.

Kindly note that reservations are made on a first-come, first-served basis. We reserve the right to cancel any excursion due to low enrolment. In this case, participants will be offered the opportunity to book an alternative excursion (upon availability), or receive a full refund.

Comfortable shoes and umbrella are highly recommended.



SATURDAY EXCURSIONS 20 JUNE

HALF DAY PROGRAMME

WONDERFUL COPENHAGEN 5 hours

If you want to discover the lovely city of Copenhagen, this is a perfect opportunity. In this 5-hour bus tour, the city authorised guide will not only give you a briefing of the history and background of Denmark, show you all the must-sees, but also the authentic stories about Danes and the daily life of Copenhagen.

Parliament and the National Museum. The famous Ny Carlsberg Glyptotek, Rosenborg Castle and Tivoli Gardens are of course also included in our itinerary.

Participants will have lunch in one of the city centre restaurants that serves traditional Danish cuisine. Our guide will give you an introduction to Danish culinary art who will explain how Danish cuisine has transformed from simple liver pâté to the star winning art on the international stage.

The bus tour covers all the major attractions and sights of the Danish Capital. We will first see the Little Mermaid, inspired by H. C. Andersen's fairy-tale, the Gefion fountain, Kastellet (Citadel), and the Amalienborg Palace – which is the winter residence of the Royal Family, where there will be restrooms and a souvenir shop. From the square in front of the Palace you can enjoy the view just across the harbour to the beautiful Royal Danish Opera house. You will also pass by some of the greatest sights like the colourful harbour district of Nyhavn, the Old Stock Exchange, the Christiansborg Palace home to the Danish

Pick up: 09.45 at the lobby of Scandic Copenhagen Hotel
Return: 14.45 Scandic Copenhagen Hotel
Lunch: Served at a local restaurant
Price per person: 132 EUR

FULL DAY PROGRAMME

LOUISIANA MUSEUM AND KAREN BLIXEN MUSEUM

7 hours

In this tour we will take you away from the city and explore the beautiful north part of the Sealand Island. The tour will first bring us up to the north, passing the Danish Riviera, offering a beautiful view of the Øresund Strait with the Swedish coast beyond.

Our first stop is an inside visit to Louisiana Museum which is a leading international museum of modern art. Located on the coast, it strikes the rarest of balances between landscape, architecture, and art in a unique interaction. The museum has gained a reputation as a museum in touch with the *zeitgeist* of the contemporary art world and is included in the Patricia Schultz book 1,000 Places to See Before You Die and ranks 85th on a list of the most visited art museums in the world.

The tour continues to Karen Blixen's private home. Karen Blixen was a Danish poet, author and storyteller, who also wrote under the pseudonyms Isak Dinesen, Osceola and Pierre Andrezel. Karen Blixen considered herself a storyteller, and is compared with Scheherazade, in A Thousand and One Nights fairy tale telling the Caliph Shahryar adventure. Everything you will see in the room is exactly as how Karen Blixen decorated it, giving a vivid impression of the writer's day-to-day surroundings. Some of the furniture came from the farm in Africa, including Denys Finch Hatton's favourite chair and the chest that Karen Blixen's steward, Farah, gave her. After the visit at Karen Blixen Museum, the tour will continue back to Copenhagen and the hotel.

Pick up: 09.30 at the lobby
of Scandic Copenhagen Hotel

Return: 16.30
Scandic Copenhagen Hotel

Lunch: Served at a local restaurant

Price per person: 160 EUR



Photo: Louisiana Museum



Photo: Karen Blixen Museum / Blixen på safari

FULL DAY PROGRAMME

ROSKILDE AND VIKING SHIP MUSEUM INCLUDING SAILING AND LUNCH ON M/S SAGAFJORD

7 hours

The history of the Scandinavian countries, particularly during the millennium from 300 A.D. until 1300 A.D., is very much a tale of Viking society, Viking campaigns of colonisation and sagas of heroism. In this tour we would like to give you a taste of the Viking story and one of the cities in Denmark established in the Viking age, Roskilde.

This tour will take you westward from Copenhagen, through farming countryside and small villages, some of which were founded by Vikings more than a thousand years ago. Along the way, you will see a number of Viking burial mounds and dolmens. Upon arrival in Roskilde – which was the capital of Denmark until 1417 – we will pay a visit to the twin spired Roskilde Cathedral. Construction of the Cathedral was commenced during the 12th century and additions have been made through the ages, in differing architectural styles. The Cathedral is the traditional burial place of Danish monarchs and contains 39 royal graves. This Gothic Cathedral is UNESCO listed.

We will continue to the Viking Ship Museum, which contains the remains of 5 Viking vessels which have been salvaged from the bed of Roskilde Fjord, where they were sunk more than a thousand years ago to prevent aggressive intruders gaining access to the town from the sea. After the visits, we will have a 2.5-hour sailing trip onboard of Sagafjord with a fantastic view over Roskildefjord. Lunch will be served onboard. After the sailing trip, we will return back to the hotel.

Pick up: 10.00 at the lobby
of Scandic Copenhagen Hotel

Return: 17.00
Scandic Copenhagen Hotel

Lunch: Served on M/S Sagafjord

Price per person: 181 EUR



Roskilde Cathedral

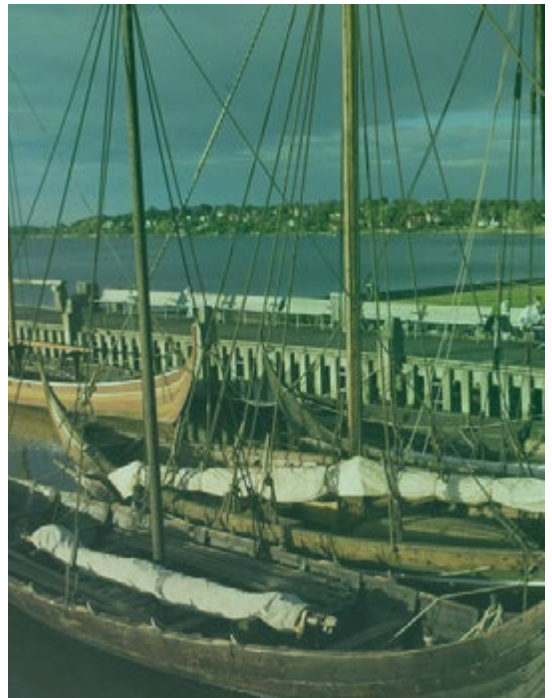


Photo: vikingeskibsmuseet.dk

hygge

['hʊgə] • Danish
(n.) the ritual of
enjoying life's
simple pleasures.
Friends. Family.
Graciousness.



ACCOMMODATION SCANDIC HOTELS

HOTEL BOOKINGS at Conference rates and conditions are made directly with the hotel using the dedicated link.

Please refer to the hotel accommodation details for the link which will be included in the **Registration submission email** which you will receive after you have completed your on-line registration for the Conference.

Please select your hotel and follow the instructions. A limited number of rooms are available at Conference rates & conditions for particular dates. Reservations are made on a first-come first-served basis.

After 10 June 2020, and in the event that the rooms at Conference rates and conditions are sold out earlier, reservations will be made upon availability: both with regard to space and rate.

All room prices are per night and include breakfast, WiFi and current applicable taxes. Should the tax percentage change, adjustments will be made accordingly.

For a map of hotels please scan the QR code or click here.

No shuttle service will be provided between the hotels and Scandic Copenhagen (Conference Venue).

As a UEFA Euro 2020 football match will take place in Copenhagen during the Conference period, we strongly recommend that you book your hotel accommodation as soon as possible.

Please note that the hotels below are non-rated and the assigned stars are for guidance purposes only.



SCANDIC COPENHAGEN

OFFICIAL CONFERENCE VENUE

Scandic

Address: Vester Søgade 6
1601 Copenhagen V
Tel.: +45 33 14 35 35

Scandic Copenhagen is centrally located in Copenhagen and enjoys a scenic setting with views of the lakes, and just around the corner are shopping and sights, such as Tivoli Gardens.

Check-in, Check out

Check-in from: 15.00
Check out until: 12.00

Room rates

Economy Room (recommended for single use only)
Rate: 1885 DKK for single use

Standard Room
Rates: 1985 DKK for single use
2185 DKK for double use

Superior Room
Rates: 2085 DKK for single use
2285 DKK for double use

Cancellation policy

From 14 April 2020 until the day of arrival, for no-shows or early departures a cancellation fee applicable to the cost of the entire stay will apply.

Guarantee policy

Credit card details have to be provided through the website, at the time of the booking.



ECTA

COPENHAGEN

17-20 JUNE 2020



Scandic Copenhagen
(Conference Venue Hotel)



Stay in the middle of vibrant Copenhagen in the hip Vesterbro, where classical architecture from the 1880s meets trendy decor. Here you will be close to restaurants, bars and small designer shops, and just a few minutes' walk from Tivoli Gardens, the Central Station and shopping in Strøget (the pedestrian area).

Address: Vesterbrogade 11B
1620 Copenhagen V
Tel.: +45 33 31 14 32

Cancellation policy

From 14 April 2020 until the day of arrival, for no-shows or early departures a cancellation fee applicable to the cost of the entire stay will apply.

Check-in, Check out

Check-in from: 15.00
Check out until: 12.00

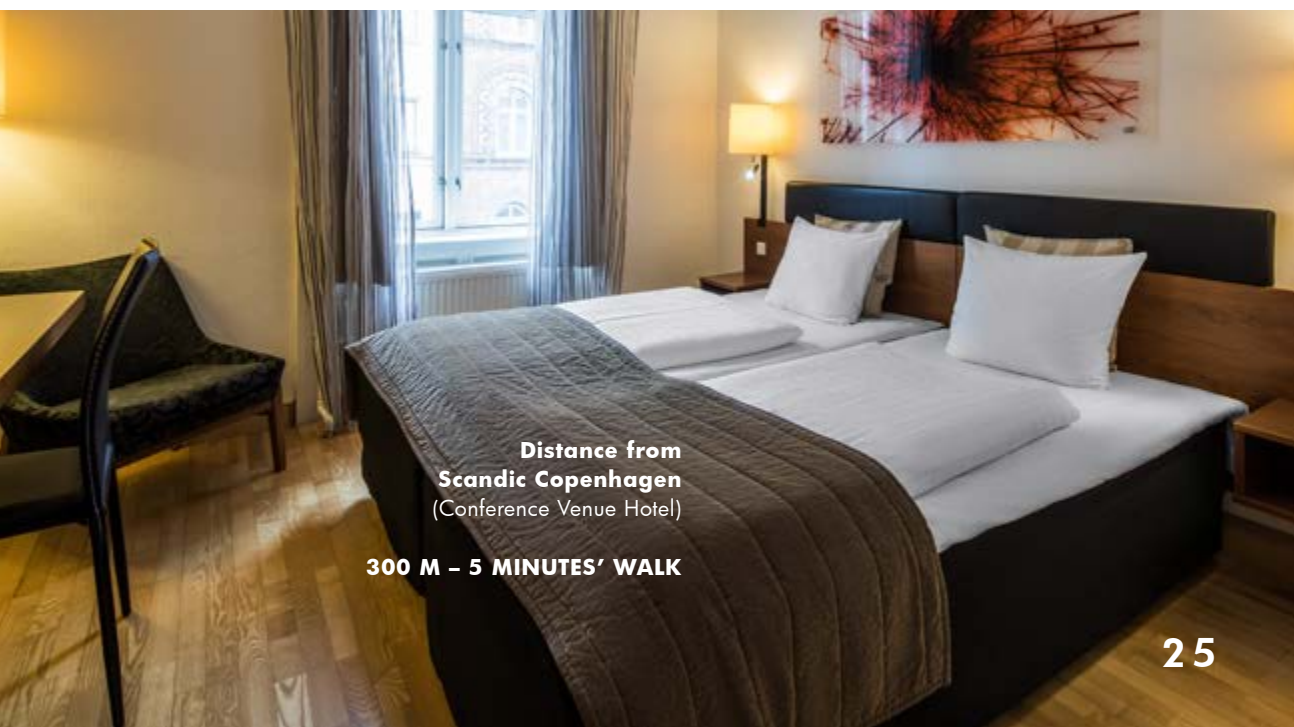
Guarantee policy

Credit card details have to be provided through the website, at the time of the booking.

Room rates

Economy Room (recommended for single use only)
Rate: 1725 DKK for single use

Standard Room
Rates: 1825 DKK for single use
2025 DKK for double use



**Distance from
Scandic Copenhagen
(Conference Venue Hotel)**

300 M – 5 MINUTES' WALK



SCANDIC PALACE

Experience the 100-year-old history of the hotel, exclusive design, luxurious surroundings and spacious rooms on every floor – including the Executive Floor. Stay with hotel guests from all over the world at this international hotel with views of Rådhuspladsen (the City Hall Square) in Copenhagen.

Stylish and luxurious design, beautiful details and a unique and well-preserved architecture characterise the hotel and all the 169 guest rooms. Let your thoughts fly back to the year 1910 when the hotel was built and became the gathering place for Copenhageners, royal families and international guests.

Address: Rådhuspladsen 57
1550 Copenhagen
Tel.: +45 33 14 40 50

Check-in, Check out

Check-in from: 15.00
Check out until: 12.00

Room rates

Economy Room (recommended for single use only)
Rate: 2095 DKK for single use

Standard Room
Rates: 2295 DKK for single use
2495 DKK for double use

Cancellation policy

From 14 April 2020 until the day of arrival, for no-shows or early departures a cancellation fee applicable to the cost of the entire stay will apply.

Guarantee policy

Credit cards details are to be provided through the website, at the time of the booking.



**Distance from
Scandic Copenhagen
(Conference Venue Hotel)**

850 M – 11 MINUTES' WALK

SCANDIG FALKONER

Stay in the newly refurbished hotel and event centre, full of atmosphere and centrally located in the charming theatre district of Frederiksberg. Enjoy a meticulously prepared meal from the theatre menu and then experience some of Denmark's finest stage actors performing on historical stages in Frederiksberg's famed theatre district.

Address: Falkoner Alle 9
2000 Frederiksberg*

Tel.: +45 72 42 55 00

Check-in, Check out

Check-in from: 15.00
Check out until: 12.00

Room rates

Standard Room
Rates: 1795 DKK for single use
1995 DKK for double use

Cancellation policy

From 14 April 2020 until the day of arrival, for no-shows or early departures a cancellation fee applicable to the cost of the entire stay will apply.

Guarantee policy

Credit cards details are to be provided through the website, at the time of the booking.

* Frederiksberg is an enclave surrounded by Copenhagen Municipality.



**Distance from
Scandig Copenhagen
(Conference Venue Hotel)**

**2.1 KM - 26 MINUTES' WALK
15 MINUTES BY BUS 31
7 MINUTES BY TAXI**

The background image shows a modern architectural scene. On the left, there is a large, curved building with multiple levels of glass windows. In the foreground, a pedestrian bridge with a white metal railing and a curved roof structure spans across a body of water. The water reflects the bridge and the building. The overall color palette is a muted teal or greenish-blue.

REGIST RATIGN& GENERAT INFORMATION

He who is afraid
of asking is afraid
of learning.

Danish Proverb

REGISTRATION

ONLINE REGISTRATION

To register for the 39th ECTA Annual Conference, please visit the ECTA website (www.ecta.eu), select 'Annual Conference' and then select 'register online'. Follow the steps and choose your payment method. You will receive a confirmation of your registration upon payment.

REGISTRATION FEES

Registration fees are valid only if payment is received on or before the deadline dates. A completed registration must be submitted for each participant, including accompanying guest, speakers and invited guests. You can either pay by credit card (Visa or MasterCard) or by bank transfer. The payment will be charged in euros. Please note that all bank charges for bank transfer payments must be covered by the sender.

	Early Bird Before and including 25 March 2020	Regular from 26 March 2020
ECTA Member	1590 EUR	1790 EUR
ECTA Member first time attendee / ECTA Member Retired professional	1440 EUR	1640 EUR
Corporate Member (1 st reg)	1590 EUR	1790 EUR
Corporate Member (2 nd reg)	1460 EUR	1660 EUR
Corporate Member (3 rd and subsequent reg)	1360 EUR	1560 EUR
Non ECTA Member	1940 EUR	2140 EUR
Non-Member first time attendee / Non-Member Retired professional	1790 EUR	1990 EUR
Accompanying Guest	400 EUR	400 EUR
ELSA Member*	200 EUR	200 EUR

* Kindly note that the registration fee for ELSA Members is valid for participation in the working programmes on Wednesday, Thursday and Friday only. Participation in the evening events on Wednesday, Thursday and Friday is not included.

ENTITLEMENTS

Delegates' registration includes:

- Attendance at all conference working sessions, coffee breaks and lunches
- Publication of your name and company's name in the list of participants and in the conference smartphone application
- Conference Bag
- Welcome Reception with Dinner Buffet at Langelinie Pavillon, Wednesday 17 June
- Danish Buffet Dinner at Øksnehallen, Thursday 18 June
- Gala Dinner and Show at Wallmans Circus Building, Friday 19 June
- Gift

Accompanying guest registration includes:

- Welcome Reception with Dinner Buffet at Langelinie Pavillon, Wednesday 17 June
- Danish Buffet Dinner at Øksnehallen, Thursday 18 June
- Gala Dinner and Show at Wallmans Circus Building, Friday 19 June
- Publication of your name in the list of participants
- Gift

REGISTRATION CANCELLATION

Notification of cancellation must be sent in writing to the Conference Organiser:

registration@ecta.org

Cancellations will be accepted up to 2 April 2020 (inclusive) with a refund of all prepaid fees, less 1% cancellation charge; from 3 April to 14 May 2020 (inclusive) with a refund of all prepaid fees, less 25% cancellation charge. From 15 May 2020 no refunds will be made.

GENERAL INFORMATION

CONFIRMATION AND JOINING INFORMATION

Confirmation of registration will be sent to all delegates on receipt of payment. In addition, Joining Information will be sent out in May 2020 by e-mail to assist with your visit to Copenhagen. Please ensure you provide your personal e-mail address when registering.

PHOTOGRAPHS

Participants will, during registration, be requested to provide their consent for their photographs to be taken during the event. These photographs will be published on the ECTA website after the conference. If consent is not provided, it will be necessary for these participants to wear a red lanyard to enable the photographer to easily identify them.

EDUCATIONAL CREDITS

Educational credits are granted regarding participation in the ECTA Annual Conference as follows:

- **Belgium**
BMM Association
Brussels Bar (both French and Dutch speaking)
NOTE: *A certificate of participation must be provided*
- **Cyprus**
Cyprus Bar Association
NOTE: *A certificate of participation and the programme must be provided*
- **Czech Republic**
Czech Bar Association (Ceska advokatni komora)
- **Estonia**
Chamber of Estonian Patent Attorneys
- **France**
Compagnie Nationale des Conseils en Propriété Industrielle (CNCPI)
NOTE: *The attendance register must be signed*
- **Germany**
The acceptance depends on the respective local Bar Association

- **Great Britain**
Solicitors Regulation Authority
CITMA
NOTE: *Self-certification*
- **Hungary**
Hungarian Bar Association
- **Italy**
Institute of the Italian Industrial Property Consultants (Ordine dei consulenti in proprietà industriale)
Italian Bar Association (Ordine degli avvocati)
NOTE: *Time sheets must be completed*
- **Lithuania**
Lithuanian Bar Association
- **Luxembourg**
BMM Association
- **The Netherlands**
BMM Association
- **Poland**
Polish Bar Association
- **Romania**
Romanian Bar Association
- **Sweden**
Swedish Bar Association (Advokatsamfundet)
Swedish IP Attorney Association

ECTA constantly provides high level educational content sessions during the Annual Conference for attendees working in various fields of trade mark and design law. Please check with your local authorities if these sessions are recognised as credit point granters in your respective country. Kindly sign the relevant attendance register available at the Registration desk. **The Certificates will be issued after the meeting based on the data provided in the attendance registers.**

CONFERENCE ORGANISER

ECTA Secretariat
Rue des Colonies, 18-24
BE-1000 Brussels, Belgium
Office +32 2 513 5285
registration@ecta.org

ORGANISING AGENCY

BLAGUSS DMC
P.O. Box 42.,
H-1364 Budapest 4, Hungary
Office: +36 1 374 7032
ecta@blaguss.hu

LOCAL ORGANISING AGENCY

The Meeting Planners
Lyngby Hovedgade 44A, 1
DK-2800, Kongens Lyngby,
Denmark
Office: +45 60 21 74 21

VENUE

Scandic Copenhagen
Vester Søgade 6
1601 Copenhagen, Denmark
Phone: +45 33 14 35 35

DATES

The ECTA Annual Conference will take place from Thursday 18 June to Saturday 20 June 2020. The ECTA Council and Committee Meetings will be held on Wednesday 17 June 2020.

REGISTRATION AND INFORMATION DESK

The desk for registration and distribution of documents will be in the Scandic Copenhagen and will be open as follows:

Tuesday 16 June	14.00 - 20.00
Wednesday 17 June	07.45 - 20.00
Thursday 18 June	08.00 - 18.30
Friday 19 June	08.00 - 18.00

BADGE

Delegates, guests and accompanying guests are requested to wear their identification badges at all times during the event.

OFFICIAL LANGUAGE

The official language of the ECTA Annual Conference is English. No simultaneous translation will be offered.

SOCIAL EVENTS

ECTA requests that during the entire period, no other non-official conference events should be arranged.

INSURANCE

Participants are highly advised to arrange personal travel insurance in case they have to cancel their participation in the conference, and hotel accommodation as well as for other risks associated with travel.

TIME

Denmark is in the Central European Time Zone (CET).

CURRENCY

The Currency in Denmark is Danish Krone (DKK). 100 DKK is equivalent to 13.38 EUR (as at 5 February 2020).

WEATHER IN COPENHAGEN IN JUNE

The average temperature during the daytime in June is about 20°C and 15°C in the evening.

ELECTRICITY

Denmark uses the two-pin continental plug like most other European countries - it has two round pins and operates on 230V (volts) and 50Hz (cycles) AC.

OPENING HOURS IN SHOPS

Common opening hours in stores are 10.00-18.00 on weekdays and 10.00-16.00 on the weekends. Many shops are not open on Sundays therefore you should always check the opening hours for the specific stores you're planning to visit.

NIGHTLIFE

Copenhagen has a relaxed and lively nightlife. Whether you want to dance till the sun comes up or just have a beer or a cocktail with your friends, Copenhagen has something to offer for everyone. Beer dispensers and wine servings are available in almost all cafés and bars. Near the conference venue, you can party out in the Meatpacking District or hang out in one of Vesterbro district's coveted bars and cafés.

MUSEUMS

Behind the cobblestoned streets and boutiques of Nordic design, Copenhagen also has world class museums that will show you Danish culture, society and let you learn more about its past. Some of the highlights waiting for you to discover in Copenhagen are: The National Gallery of Denmark, Ny Carlsberg Glyptoteket, National Museum, Thorvaldsens Museum, Design Museum, and many more. Within a short train ride from the city, you will find Louisiana Museum, Arken and the Viking Ship Museum.

CREDIT CARD

The most common payment method is credit card payments. All major international credit cards are well accepted in shops, restaurants and hotels. Euro cash is accepted only in some stores therefore it is a good idea to ask beforehand if you wish to pay in cash in Euro.

BANKS

Banks are open Mon-Fri from 10.00 to 16.00.

PUBLIC TRANSPORTATION

In Copenhagen the trains, metro and buses (including waterbuses) can be accessed with the same ticket. All you need to know is how many zones you will pass on your journey. To plan your trip in Copenhagen, please visit www.journeyplanners.dk You can buy single ride tickets or City Pass at the ticket vending machine at all metro or train stations.


SMOKING

Denmark has a smoking ban in all public indoor areas.

In Copenhagen, smoking is forbidden in public buildings and private businesses - including restaurants, shops, transport, entertainment venues, workplaces etc. There are some exceptions - you can still enjoy a cigarette in smaller pubs.

Some places have installed special smoking rooms but most refer smokers to the streets.



A long, brightly lit airport terminal hallway with a person walking away in the distance. The hallway is characterized by a series of tall, white, cylindrical pillars that create a strong sense of perspective. The floor is highly reflective, mirroring the pillars and the person. In the background, there are signs for gates A26-A27 and other airport infrastructure. The overall atmosphere is clean, modern, and somewhat solitary.

Life is not a
problem to be
solved but a
reality to be
experienced.

Søren Kierkegaard (Danish philosopher)

TRAVEL TO COPENHAGEN

PASSPORT AND/OR VISA

If you are an EU citizen, you will be required to have a passport or an ID card valid for the duration of your stay in order to enter Denmark for tourist visits of up to three months. Citizens of other countries must have a valid passport and some non-EU citizens are required to have a visa. Please contact your travel agent or the nearest Danish diplomatic post for information.

TRANSPORTATION

It takes less than 15 minutes from Copenhagen Airport to the city centre by train or metro. Both metro and train run from Terminal 3. You will need to have a ticket for three zones, which costs DKK 38, or a City Pass. Vending machines for tickets are available at Terminal 3 or in metro stations.

TRAIN

Take trains in the direction of any stops in Denmark (the opposite direction will be to Sweden). The closest train station to the conference venue is Copenhagen Central Station (13 minutes from the airport).

METRO

Take the M2 line and stop at Kongens Nytorv and change to the M3 line to stop at Central Station (20 minutes from airport).

TAXI

Taxis can pick up passengers outside Terminal 1 and 3 and will get you to downtown Copenhagen in about 20 minutes depending on traffic. It will cost approximately DKK 250-300. Credit cards are accepted by all taxis.

TRAVEL BY CAR

Scandic Copenhagen Hotel has a parking garage (Q-Park) in the basement premises. Parking spaces cannot be reserved in advance. Hotel guests can pay directly at the machines or charge it to their room bills. 24-hours parking costs DKK210. Entrance of the garage can be found at Nyropsgade 42, DK-1602 Copenhagen.

DESIGNING THE FUTURE



WE HOPE TO SEE MANY OF YOU IN
THE LOVELY CITY OF COPENHAGEN
BETWEEN 17-20 JUNE 2020

ECTA

Caring for a balance of IP rights

WWW.ECTA.ORG