



THE UNIVERSITY OF
MELBOURNE



IPRIA PUBLIC SEMINAR
IN ASSOCIATION WITH THE INSTITUTE
OF PATENT AND TRADE MARK
ATTORNEYS OF AUSTRALIA AND GENEROUSLY
HOSTED BY MCCULLOUGH ROBERTSON



AMBUSH MARKETING

Lawyers | **McCullough
Robertson**

SPEAKERS:

Mr Malcolm McBratney
Partner
McCullough Robertson Lawyers

Dr Owen Morgan
Senior Lecturer in Commercial Law
The University of Auckland
Business School

DATE AND TIME

Tuesday 23 June 2009
1:00pm - 2:00pm
(Refreshments from 12:30pm)

VENUE:

McCullough Robertson Lawyers
Level 11
Central Plaza Two
66 Eagle St
Brisbane

RSVP:

Jean Molloy
IPRIA
Alan Gilbert Bldg
University of Melbourne
Fax no: (03) 8344 2111
Email: info@ipria.org

PRICE:

Free of charge

CLOSING DATE:

Wednesday 17 June 2009

Professional Standards Board

The Professional Standards Board for Patent and Trade Marks Attorneys has advised that attendance at this seminar will enable Patent and Trade Marks Attorneys to claim 1 CPE point.

Register online at:
www.ipria.org

This seminar will analyse the major features of the Major Events Management Act 2007 ('MEMA') which was recently enacted in New Zealand. The legislation has become notorious for its extensive prohibitions of activities now known as 'ambush marketing by association' and 'ambush marketing by intrusion'. The objective of the MEMA is to provide wide-ranging protections for major events and, therefore, its focus is wider than ambush marketing. The underlying themes are that the legislation is unnecessary given the protection provided by the existing law; it is poorly drafted, particularly in the way it concentrates on minutiae; and it is heavy handed and unbalanced in its approach, with the dominant interests being those of event organisers and their associates as opposed to the interests of the general public. Despite its faults, the legislation has significance as a template for future legislation in countries such as Australia which regularly and successfully compete for major events.

Malcolm McBratney is the head of McCullough Robertson's intellectual property group. Malcolm regularly advises on intellectual property, sponsorship and brand related issues. Malcolm was a member of the Tax Concession Committee of Innovation Australia for a number of years and sits on the advisory boards of the ARC Centre of Excellence for Functional Nanomaterials and the Diamantina Institute for Cancer, Immunology and Metabolic Medicine.



Dr Owen Morgan is a Senior Lecturer in Commercial Law, University of Auckland Business School. He received his Doctorate in Juridical Science from the University of Melbourne. He has extensive research interests in intellectual property including bio prospecting, copyright and trademarks and the general impact of intellectual property on innovation. He has a developing interest in indigenous rights. Prior to taking up his present position Owen was Deputy Director of the Intellectual Property Research Institute of Australia (IPRIA) and he is now a Research Associate of IPRIA and of the Mira Szaszy Research Centre for Maori and Pacific Economic Development.



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