



'IP IN THE REAL WORLD' SIDAMO AND BLACKBERRY IP MANAGEMENT CASE STUDIES



DAVIES COLLISON CAVE
PATENT AND TRADE MARK ATTORNEYS

Date: Friday 25 September 2009
Time: 1:00pm to 5:00pm
Venue: Davies Collison Cave (Boardroom)
Level 14, 255 Elizabeth Street
Sydney NSW 2000
Cost: \$350 per person (GST included)



Dr Kwanghui Lim is a Senior Lecturer at the Melbourne Business School and Associate Director at IPRIA. Kwanghui's research explores the strategies used by firms to manage intellectual property and the commercialisation process. Prior to joining the Melbourne Business School, Kwanghui was an Assistant Professor at the National University of Singapore. He has conducted workshops for WIPO, the

Intellectual Property Office of Singapore and the Academy of Management. Kwanghui's industry experience includes consulting experience at Booz Allen & Hamilton.

Jason Bosland is a Lecturer in the Faculty of Law at the University of New South Wales. His research interests are predominantly in the areas of intellectual property, particularly trade mark law, as well as media and communications law. He has taught and published in these areas for a number of years.



Continuing Professional Development

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 one CPE point per hour of attendance (refreshment breaks excluded).

The Law Society of New South Wales

If these educational activities are relevant to your immediate or long term needs in relation to your professional development and practice of the law, then you should claim one unit for each hour of attendance, refreshment breaks not included.

How much do you know about IP management?

This half-day course on 'IP in the Real World' considers two IP management case studies of real events to provide participants with a practical introduction to the patent and trade marks systems. Both case studies feature well-known, international companies and offer valuable lessons on how best to manage intellectual property in difficult business environments.

The BlackBerry case concerns a dispute between a US inventor and a Canadian technology company over patent infringement. The resulting legal battle threatened to shut down the BlackBerry system leaving millions of users, including essential government employees in the US and elsewhere, without their main communications tool.

The Sidamo case concerns a challenge by Starbucks to the Ethiopian Government's application for a US trade mark in relation to coffee. In an attempt to increase the price of Ethiopian coffee, the Ethiopian Government sought to register the Ethiopian coffee region 'Sidamo' as a trade mark in the US. The case illustrates a sophisticated use of the trade mark system to create favourable terms of trade.

Some comments from previous IPRIA short course attendees:

"Very well presented and great material. Very useful"

"Excellent course on a difficult subject matter"

"Good relevant summary of broadly applicable information"

"Thought it was excellent, very high quality"

Who should attend:

The target audience is people who need to understand the basics of the trade mark and patent systems, and IP management in general.

Attendees may include:

- Company Directors
- Business Owners
- Legal Counsel
- Brand Managers
- Intellectual Property Managers
- Research and Development Managers
- Policy Makers

The course will be taught as a highly interactive case discussion. Registrants will be provided the case notes to read prior to attending. These case studies were kindly sponsored by the World Intellectual Property Organization (WIPO)

PLACES ARE STRICTLY LIMITED TO 20 SO EARLY BOOKING IS RECOMMENDED

REGISTRATION FORM

'IP IN THE REAL WORLD': SIDAMO AND BLACKBERRY IP MANAGEMENT CASE STUDIES
FRIDAY 25 SEPTEMBER 2009 – DAVIES COLLISON CAVE, SYDNEY

NAME:

POSITION:

ORGANISATION:

ADDRESS:

TELEPHONE:

EMAIL ADDRESS

Special Requirements (e.g. access, dietary, other)

PAYMENT DETAILS

\$350 (including GST) per person

- Cheque enclosed for \$ (Please make payable to The University of Melbourne)
- Please send me an invoice for \$
- Please charge my credit card (please circle) Mastercard VISA

Card Number Expiry Date __/__/__

Card Holder Name:

Signature:

Return registration form by **Friday 18 September 2009** to:

Michelle Wilson, IPRIA, Level 7, Alan Gilbert Building, The University of Melbourne, VIC 3010
Fax: (03) 8344 2111 – Email: info@ipria.org – Telephone: (03) 8344 2153

PAYMENT POLICY: Payment of course fees must be made prior to the commencement of the course. Bookings made within 14 days of course commencement will be accepted only with evidence of payment (i.e. credit card, purchase order)

CANCELLATION: Participants who cancel their enrolment more than 14 days prior to the scheduled commencement of the course will be entitled to a refund, however they elect to send another person in their place.

* Any information provided on this registration form will be recorded only for the purpose of contacting you in relation to your registration, or to notify you of future IPRIA activities that may be of interest to you. IPRIA will not otherwise use or disclose information contrary to applicable privacy laws.

If you do not wish to receive notifications of future IPRIA activities, please tick this box