

BRAND PROTECTION AND COMPETITION

27 January 2010

Organised by the UCL Institute of Brand & Innovation Law and the Office of Fair Trading

PROGRAMME

- 17:00: **Welcome address**
Professor Dame Hazel Genn DBE QC, Dean, UCL Faculty of Laws
- Introduction to the Seminar**
Chair:
Philip Collins, Chairman, Office of Fair Trading
- 17:15: **The Business of Brands**
Deborah Majoras, Senior Vice President and General Counsel, Procter & Gamble
- 17:25: **Competition Law - Distribution Agreements and Selective Distribution**
The Hon Mr Justice Roth
- Panel:
- Christopher Stothers, UCL Institute of Brand and Innovation Law, and Arnold & Porter (UK) LLP
 - Michael Miller, European Head of Legal, Amazon
 - Ali Nikpay, Senior Director, Office of Fair Trading
- 18:20: **Brand Protection - IP Tools being Deployed in the Consumer Interest?**
The Hon Mr Justice Arnold
- Panel:
- Michael Miller, European Head of Legal, Amazon
 - Ali Nikpay, Senior Director, Office of Fair Trading
 - Deborah Majoras, Senior Vice President and General Counsel, Procter & Gamble
- 19:20: **Concluding Remarks**
The Rt Hon Lord Justice Jacob
Philip Collins, Chairman, Office of Fair Trading
- 19:30: **Drinks Reception**
4th floor, Old Building, LSE

ABOUT THIS SEMINAR

Competition law and intellectual property law both recognise the importance of brand value and brand protection. Despite this, there is relatively little interaction and cross-fertilisation between the two legal communities on how they approach the same issues.

In organising this joint event on Brand Protection and Competition, the OFT and University College London's Institute of Brand and Innovation Law are providing a forum which brings together those different perspectives. Our aim is to explore common themes and areas of conflict between two legal disciplines, with particular reference to recent legal developments in both fields.

Leading speakers from competition law, intellectual property law and business will consider issues including:

- the protection of brand value under the competition rules;
- the interaction of the competition rules with intellectual property law; and
- *L'Oreal v Bellure* and other recent developments in the law.

We hope that the Brand Protection and Competition event represents the beginning of a constructive dialogue between the competition law and intellectual property law communities on the topic of brand protection.

This seminar is accredited with 2.5 CPD hours by the Solicitors Regulation Authority (SRA reference is IU/UCL) and the Bar Standard Board. It is also accredited by ITMA and constitutes relevant CPD for CIPA Fellows.

ABOUT THE SPEAKERS

PHILIP COLLINS

Philip Collins became Chairman of the OFT in 2005 and has recently been reappointed for a second term. He is a solicitor who has practised in the UK and EU competition law field for more than 30 years, initially in London and latterly in Brussels. He was formerly a partner in Lovells where, in 1978, he was the first partner appointed to specialise in competition law. With the subsequent development of the practice, he was made head of the firm's competition and EU law practice. Subsequently, and until 30 September 2005, he was Senior Counsel at Wilmer Cutler Pickering Hale & Dorr LLP, based in Brussels. He was one of the founders of the Competition Law Forum established at the British Institute of International and Comparative Law and a member of its Advisory Board from its foundation in 2002 until 2005. He is also a member of the Editorial Board of the 'European Competition Journal'. At the OFT, he has focused on Board development, the senior management structure of the organisation and on significant strategic and policy issues where his professional background and experience are relevant.

DEBORAH PLATT MAJORAS

Deborah Platt Majoras is currently Senior Vice President and General Counsel for the Procter & Gamble Company in Cincinnati, Ohio, USA, and on February 1 she will become Chief Legal

Officer and Secretary. Since joining P&G in 2008, she has focused globally on antitrust, litigation, and compliance, playing a leading role in creating a new global legal compliance programme and in strengthening litigation capabilities. In her new role, she will oversee a legal department that includes approximately 300 lawyers around the globe and is responsible for the broad scope of legal functions for all of P&G and its 130,000 employees. From 2004 to 2008, she served as Chairman of the Federal Trade Commission, where she focused on ensuring data security and protecting consumers from emerging frauds, such as identity theft and spyware and served as co-chair of the President's Identity Theft Task Force. She also worked to implement sound antitrust policy regarding intellectual property, increase the efficiency and transparency of the merger review process, and strengthen cooperation among antitrust agencies around the world. Prior to the FTC, she served as Principal Deputy Assistant Attorney General at the Department of Justice Antitrust Division. After clerking in federal court in D.C., she joined Jones Day, where she ultimately became a partner in the firm's antitrust practice. She continues to pursue her strong interest in sound competition and consumer policy as Co-Chair of the U.S. Chamber of Commerce International Competition Policy Working Group, as a member

of the governing council of the American Bar Association's Antitrust Section, and as an advisor to the International Competition Network. She also serves on the Boards of the Cincinnati Legal Aid Society, the Georgetown Law Corporate Counsel Institute, the Ohio Chamber of Commerce, and Westminster College, from which she has a B.A. She earned her J.D. from the University of Virginia.

THE HON MR JUSTICE ROTH

The Hon Mr Justice Peter Roth was appointed a Justice of the High Court in October 2009. He was previously in practice as a barrister specialising in competition and administrative law, and appeared in many leading cases before the Court of Appeal and the Competition Appeal Tribunal. He was chairman of the Competition Law Association between 2003 and 2009 and a Visiting Professor at King's College, London, from 2004 and 2009. He is the joint editor of Bellamy & Child, European Community Law of Competition.

CHRISTOPHER STOTHERS

Christopher Stothers, a solicitor-advocate in England and Wales, is a counsel in Arnold & Porter (UK) LLP's intellectual property litigation group in London. He concentrates his practice on patent, trade mark, copyright, and design litigation, pharmaceutical regulation, European Union law, antitrust and competition law, together with commercial litigation and arbitration. He is active in opposition work before the European Patent Office and also currently serves as an arbitral panelist for .eu domain name disputes administered by the Czech Arbitration Court. Dr Stothers is a regular conference speaker, having presented papers at the Fordham Intellectual Property Conference, the Licensing Executives Society, the Practising Law Institute, the American Intellectual Property Law Association, and the College of Europe. He is also active in pro bono matters, including cases on retirement pensions for transgender individuals before the Social Security Commissioners and Court of Appeal. His work on one of these cases was rated top of the Dispute Resolution section of the Financial Times Innovative Lawyers Awards 2008 and was shortlisted for the LawWorks Pro Bono Awards 2008.

MICHAEL MILLER

Michael Miller is the European Head of Legal for Amazon, one of the world's leading online retailers. Amazon.com, Inc., a Fortune 500 company based in Seattle, opened the World Wide Web in July 1995 and today offers Earth's

Biggest Selection. Amazon.com, Inc. seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online. Amazon.com and other sellers offer millions of unique new, refurbished and used items in categories such as Books; Movies, Music & Games; Digital Downloads; Electronics & Computers; Home & Garden; Toys, Kids & Baby; Grocery; Apparel; Shoes & Jewelry; Health & Beauty; Sports & Outdoors; and Tools, Auto & Industrial. Amazon and its affiliates operate websites, including www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.co.jp, www.amazon.fr, www.amazon.ca, and www.amazon.cn. Michael has over 10 years experience in ecommerce with Amazon, having joined in March 1999 originally as its UK Legal Director and since 2005 as its VP and AGC for Legal in Europe. He began his career with Deacons Graham & James in Brisbane, Australia and subsequently worked at Cameron McKenna in London prior to joining Amazon. Michael is 38 years old, married with three daughters and has lived in Luxembourg, where Amazon's European headquarters are located, for the past five years. He holds degrees in Law and Computing Science from QUT, Brisbane.

ALI NIKPAY

Ali Nikpay is a Senior Director at the UK's Office of Fair Trading and a member of its Senior Executive Team. He is responsible for cartel and criminal enforcement. Prior to this he was Senior Director for Policy and led its international and European work. He co-edits "Faull & Nikpay, The EC Law of Competition", one of the leading texts in the field (published by Oxford University Press). He is also on the Editorial Boards of World Competition and the European Competition Journal, and was a Visiting Fellow at the London School of Economics. Before joining the OFT he worked at DG COMP, Clifford Chance and was a member of the CBI's Competition Panel. In December 2009 he was selected by the Lawyer journal as one of its "Top 100 lawyers".

THE HON MR JUSTICE ARNOLD

The Hon Mr Justice Richard Arnold was called to the Bar of England and Wales in 1985 and became a QC in 2000. At the Bar he specialised in intellectual property law, entertainment and media law and information technology law. He was Chairman of the Code of Practice for the Promotion of Animal Medicines Committee from 2002 to 2008, an Appointed Person hearing trade mark appeals from 2003 to 2008 and a Deputy High Court Judge from 2004 to 2008.

He was appointed to the High Court, Chancery Division in October 2008. He is the author of *Performers' Rights* (4th ed, Sweet & Maxwell, 2008), the editor of the Halsbury's Laws title on trade marks (4th ed, Butterworths, 2007 reissue), was editor of *Entertainment and Media Law Reports* from 1993 to 2004 inclusive and has published numerous articles in legal journals.

THE RT HON LORD JUSTICE JACOB

The Rt Hon Lord Justice Jacob is in charge of the Court of Appeal intellectual property list and sits on most appeals in IP cases and nearly all patent cases. He is a Judicial Visitor at UCL Laws. After reading Natural Sciences at Cambridge, Sir Robin then read for the Bar and an LLB from the LSE. He practiced at the Intellectual Property Bar from 1967. From 1976 to 1981 he was the Junior Counsel for the Comptroller of Patents and for Government departments in intellectual property. He was made a Queen's Counsel in 1981 and his practice took him abroad often (Hong Kong, Singapore, Europe, USA, Australia). His practice at the Bar involved working with experts in many fields – scientists or engineers concerned with the technology of a particular patent case, accountants concerned with valuation of patents and so on. He was appointed to the Bench in 1993. From 1997 to 2001 he was Supervising Chancery Judge for Birmingham, Bristol and Cardiff. He was appointed a Lord Justice of Appeal in October 2003. He was Treasurer of Gray's Inn in 2007. He has written extensively on all forms of intellectual property. He is President of the Intellectual Property Institute, Hon President of the UK branch of the Licensing Executive Society, and Hon President of the Association of Law Teachers.

PARTICIPANTS

Pauline Abou Jaoude	Associate, Lewis Silkin LLP
Claudine Adeyemi	Student, UCL
Aida Al-Sibai	Student, UCL
Tim Allen	Business Affairs, Warner Music International
Belinda Ampah	Solicitor, Vodafone Group Limited
Edward Anderson	Head of Competition Law, Sainsbury's
Tony Appleton	Procter & Gamble
Dr. Ruth Ashworth	Deputy Director, Competition Policy, Office of Fair Trading
Michael Babington	Solicitor, Manches LLP
Andrew Bailey	Associate, Herbert Smith LLP
Sophie Balay	Student, UCL
John Baldwin QC	Barrister, 8 New Square
Camilla Balleny	Associate, Arnold & Porter (UK) LLP
Charlie Balme	Associate, Marks & Clerk Solicitors LLP
Rona Bar-Isaac	Counsel, WilmerHale
Catherine Barbour	Trade Mark Attorney, Rouse
Giovanni Barone	Associate, Freshfields Bruckhaus Deringer LLP
Frances Barr	General Counsel, Office of Fair Trading
Gemma Barrett	Associate, Bristows
Neil Baylis	Partner, KL & Gates
Juliette Bearman	Vice President- Legal & Business Affairs, HIT Entertainment Limited
Christian Bedford	Associate, Allen & Overy LLP
Peter Bell	Associate Solicitor, Powell Gilbert LLP
Simon Bennett	Counsel, Fox Williams
Matthew Bennett	Director of Economics, Office of Fair Trading
Iona Berkeley	Barrister, 8 New Square
Sarah Berwick	Director of Competition Law, Office of Fair Trading
Oliver Bethell	Competition Counsel, Google
Robert Bettley-Smith	CEO, The Strategic Advisory Board for Intellectual Property Policy (SABIP)
Adam Betts	Solicitor, Wedlake Bell
Atiq Bhagwan	Solicitor
Bill Bishop	CRA Charles River Associates
Anna Blackburn	Trade Mark Attorney, Cleveland
Michael Blakeley	Paralegal Team Leader, Freshfields Bruckhaus Deringer LLP
Clare Blendis	Solicitor, Herbert Smith LLP
Michael Bloch QC	Wilberforce Chambers
Prof. Margaret Bloom	Visiting Professor, School of Law King's College London
David Bloom	Solicitor, Roiter Zucker
Jeremy Blum	Associate, Bristows
Nicholas Bolter	Partner, Edwards Angell Palmer & Dodge UK LLP
Dr. Catherine Booth	Patent Attorney, AstraZeneca IP
Annabel Borg	Solicitor
Andy Bowler	Partner, Bristows
Marc Braithwaite	Deputy Director, Competition Policy, Office of Fair Trading
Angelique Bret	Senior Associate, Denton Wilde Sapte
Sally Britton	Solicitor, Pitmans SK Sport and Entertainment LLP
Anna Brooks-Gallerani	Solicitor, Manches LLP
Dr. Jon Broughton	Patent Attorney, HLBBshaw
James Brunger	Solicitor, Bristows
Alan Bryson	Barrister, Wilberforce Chambers
Muge Bulat	Student, Queen Mary, University of London
Lianne Bulger	Solicitor, Hammonds LLP
Rachel Bull	Senior Reporter, Global Competition Review
Sarah Burke	Senior Associate, Herbert Smith LLP
John Burns	Partner, Halliwells LLP
Euan Burrows	Partner, Ashurst LLP
Dan Burton	Senior Associate, Freshfields Bruckhaus Deringer LLP
Dr. Cristina Caffarra	Vice President, Head of European Competition Practice, CRA Charles River Associates
Ana Carolina Cagnoni	Student, Queen Mary, University of London
Brian Cahill	Senior Vice President, Legal Operations Corporate GSK
John Call	Senior Clerk, 8 New Square
Katie Cameron	Associate, RGC Jenkins & Co

Duncan Campbell	Legal Adviser, CBI
Elizabeth Campbell	Solicitor, Jones Day
Amedeo Cappuccio	Student, UCL
Anna Carboni	Barrister, Wilberforce Chambers
Fiona Carlin	Baker & McKenzie LLP
Howard Cartledge	Partner, Olswang LLP
Paul Casbon	Patent Attorney, Lucas & Co.
Matthew Cassie	Patent Attorney, Dehns
Paloma Castro Martinez	Director Global Corporate Affairs, LVMH
Rebecca Chant	Solicitor, Hammonds LLP
Claire Chapman	Solicitor, Bird & Bird LLP
Kate Cheney	Trade Mark Attorney, HallMark IP Limited
Jennifer Cheng	Regional IP Adviser, Nestle UK Ltd
Winnie Ching	Assistant Director, Litigation Unit, Office of Fair Trading
Samia Cho	Paralegal, Richemont
Gordon Christian	Solicitor, SJ Berwin LLP
Jeff Clarke	Patent Attorney, Harrison Goddard Foote
Tony Clayton	Chief Economist, Intellectual Property Office
Heather Clayton	Senior Director, Office of Fair Trading
Andrew Clemson	Trade Mark Attorney, Cleveland
Mark Clough QC	Addleshaw Goddard LLP
Sara-Jayne Clover	Reporter, Intellectual Asset Management
Jasmine Clubb	Associate, Lovells LLP
Michelle Coco	Lawyer, BBC
Larry Cohen	Partner, Latham & Watkins
John Colbourn	Solicitor, Redd
John Coldham	Associate, Wragge & Co LLP
Liz Coleman	Divisional Director, Intellectual Property Office
Megan Compton	Senior Associate, Herbert Smith LLP
Simon Constantine	Associate Freshfields Bruckhaus Deringer LLP
Barbara Cookson	Patent Attorney, Filemot Technology Law Ltd
Victoria Coombs	Associate, Lovells LLP
Miles Copeland	Barrister, Three New Square IP
James Cornish	Director, Page White & Farrer
Jonathan Cornthwaite	Partner, Wedlake Bell
Hugo Cox	IP Consultant, Jetix Europe
Peter Crockford	Partner, Dechert LLP
Giles Crown	Partner, Lewis Silkin LLP
Lucy Cundliffe	Trainee Trade Mark Attorney, Mewburn Ellis LLP
Dr. Duncan Curley	Director, Innovate Legal
Rosie Curran	Assistant Solicitor
Alan Davis	Partner, Pinsent Masons LLP
Ravi de Fonseca	Associate, Slaughter and May
Emilio De Giorgi	Avvocato, NCTM LLP
Anna Denholm	Patent Counsel, Wyeth
Mark Dennis	Associate, Taylor Wessing LLP
Anoushka Der Kureghian	Associate, Olswang LLP
Harpreet Dhaliwal	Trade Mark Assistant, Reddie & Grose
Simran Dhir	Associate, SJ Berwin LLP
Rebecca Dimaridis	Solicitor (Qualified in New South Wales), Jeffrey Green Russell
Andrew Donovan	Senior Counsel, De Beers UK Limited
Lara Dorigo	Senior Associate, Allen & Overy LLP
Shelley Duggan	Procter & Gamble
Sally Dunstan	Bristows
Frederic Dupas	Head of Competition Law, BT Global Services
Richard Eccles	Partner, Bird & Bird LLP
Nick Edbrooke	Solicitor, DLA Piper UK LLP
Michael Edenborough	Barrister, Serle Court
Malcolm Edis	Senior Counsel IP, BAE Systems PLC
Catherine Edmonds	Associate, Allen & Overy LLP
Luisa Edwards	Head of Legal, UK, Benelux & Ireland, Google
Cavendish Elithorn	Senior Director, Office of Fair Trading
Alexandra Ellis	Trade Mark Attorney, Boulton Wade Tennant
John Evans	Solicitor, FSP

Nick Fenner	Partner, Shoosmiths
Anna Feros	Senior Associate, Roiter Zucker
Desiree Fields	Associate, McDermott Will & Emery UK LLP
Ilaria Filippi	Associate, Mayer Brown International LLP
Alice Findlay	Trade Mark Attorney, Reddie & Grose
Joanne Findlay	Solicitor
Dr. John Fingleton	CEO, Office of Fair Trading
Dr. Matt Fisher	UCL Institute of Brand and Innovation Law
John Fitzgerald	Barrister & Head of Chamber, 7 New Square
Dr. Amelia Fletcher	Chief Economist, Office of Fair Trading
Colin Fowler	Associate, Rouse
Dawn Franklin	Managing Director, Brandright
Dr. Alex Freelove	Associate, Herbert Smith LLP
Emma Fulton	Associate, Lovells LLP
David Fyfield	Associate, Mayer Brown International LLP
Thorsten Gailing	Nestle UK Ltd
Richard Gallafent	Gallafents
Shauna Garvey	Associate, Bristows
Dr. Sibylle Gierschmann	Partner, Taylor Wessing LLP
Kirsten Gilbert	Partner, Marks & Clerk Solicitors LLP
Paul Gilbert	Deputy Director, Competition Policy, Office of Fair Trading
Francis Gillam	Senior Partner, Sanderson & Co
Alexandra Gillam	Solicitor, Travers Smith LLP
Nicholas Gingell	Publisher, Lawtext Publishing Limited
Daniel Gordon	Competition Policy Director, Ofcom
Thomas Gorham	Director & Associate General Counsel, EMEA Antitrust, Procter & Gamble
Jatinder Gosal	Associate, SJ Berwin LLP
Alice Gould	Partner, Wedlake Bell
Juliet Grain	Procter & Gamble
Romana Grala	Student, UCL
Ellie Graves	Trainee Solicitor, Lovells LLP
Michael Grenfell	Partner, Norton Rose
Andrew Griffiths	Reader, University of Manchester
John Groom	Partner, Groom Wilkes & Wright LLP
Sakshi Gupta	Judicial Assistant to the Hon Mr Justice Peter Roth, HMCS
Laura Guttuso	Senior Legal Adviser, Office of Fair Trading
Diana Guy	Deputy Chairman, Competition Commission
Sophie Hall	Solicitor, Macfarlanes
George Hamer	Barrister, 8 New Square
Zoe Hare	Trainee Solicitor, Osborne Clarke
David Harrison	Head of EU & Competition Law, Berwin Leighton Paisner
Len Hawkes	Solicitor, DBB Law
Caroline Hayward	Solicitor, Trowers & Hamlins
Rebecca Heard	Registered Trade Mark Attorney, Simmons & Simmons
Oliver Heinisch	Managing Associate, Simmons & Simmons
Gillian Herrod-Hempsall	Patent Attorney, Lucas & Co
Laura von Herten	Associate, Bristows
Elaine Heung	Student, UCL
James Higgins	Senior Regional Counsel, NE and GB, Diageo
Jonathan Hill	Barrister, 8 New Square
Dr. Kate Hillier	Associate, Latham & Watkins
Emma Himsworth	Barrister, One Essex Court
Nicole Hirst	Solicitor, Withers LLP
Jennifer Hitchcock	Trade Mark Attorney, HallMark IP Limited
Geoffrey Hobbs QC	Barrister, One Essex Court
Caroline Hobson	Solicitor, CMS Cameron McKenna LLP
Dr. Gerald Holdcroft	Patent Attorney, 34 Doughty Street
Jackie Holland	Director of Competition Policy, Office of Fair Trading
Chris Holland	TNS
Guy Hollingworth	Barrister, One Essex Court
Marjorie Holmes	Partner, Reed Smith
W K Hon	Student, Queen Mary, University of London
Helen Hopson	Associate, Bristows
Adrian Howes	Solicitor, Bird & Bird LLP

Dominic Hughes	Barrister, Three New Square IP
Alan Hunt	Paralegal, Pitmans SK Sport and Entertainment LLP
Katie Hutchinson	Associate, Bristows
Andrew Hutchinson	Solicitor, Jones Day
Tracey Huxley	IP Lawyer, Richemont International
Daphne Hyman	Office of Fair Trading
Dr. Belinda Isaac	Principal/Solicitor, Isaac & Co Solicitors
Nellie Jackson	Associate, Bristows
Rob Jacob	Solicitor, Stephenson Harwood
Isabel Jamal	Barrister, 8 New Square
Alina Jardine Goad	Senior Competition Policy Advisor, Civil Aviation Authority
Wessen Jazrawi	Associate, Orrick, Herrington & Sutcliffe
Mark Jephcott	Senior Associate, Clifford Chance LLP
Neil Jepson	Trainee Solicitor, SJ Berwin LLP
Paul Jordan	Associate, Bristows
Sarah Jordan	Senior Associate, Howrey LLP
Krystal Jumbo	Student, Queen Mary, University of London
Tanya Kallman	Trade Mark Attorney, Boulton Wade Tennant
George Karamanos	Student, UCL
Caroline Kasiyamhuru	Trade Mark Assistant, Taylor Wessing LLP
Sarah Keen	Associate General Counsel, Antitrust and Trade Relations, Procter & Gamble
Sarah Kelly	Solicitor (Overseas Qualified), Pitmans SK Sport and Entertainment LLP
Sarunas Keserauskas	Senior Legal Adviser, Office of Fair Trading
Thomas Kew	Solicitor
Jonathan Kewley	Associate, Freshfields Bruckhaus Deringer LLP
Sahira Khwaja	Of Counsel, Lovells LLP
Bruce Kilpatrick	Addleshaw Goddard LLP
Andy King	Trainee Trade Mark Attorney, Mewburn Ellis LLP
Ian Kirby	Partner, Arnold & Porter (UK) LLP
Sharon Kirby	Trade Mark Attorney, Kilburn & Strode
Natasha Kirk	Associate, Taylor Wessing LLP
Katherine Kirrage	Solicitor, Osborne Clarke
Martin Arthur Kupper	Attorney / Barrister, Queen Mary, University of London
Adam Labbett-Ainsworth	Policy Advisor, Office of Fair Trading
Bill Ladas	Senior Associate, SJ Berwin LLP
Lindsay Lane	Barrister, 8 New Square
Peter Langley	Director, Origin Ltd
Sara Lau	Student, UCL
Sophie Lawrence	Bristows
Jessica Lee	Solicitor, Wedlake Bell
Rachela Leonello	Director of Legal & Business Affairs - IP, Jetix Europe
Thanawit Lertuengpanya	Research Student, Queen Mary, University of London
Louisa Li	Trainee Solicitor, Allen & Overy LLP
Alistair Lindsay	Barrister, Monckton Chambers
Prof. David Llewelyn	Partner, White & Case LLP / King's College London
Nathalie Lobel	Lawyer, Office of Fair Trading
Christiana Loizides	Solicitor, SJ Berwin LLP
Brian Lucas	Partner, Lucas & Co.
Regina Lui	Student, UCL
Mauricio Maciel	Student, UCL
Catriona Macleod	Associate, Bristows
Kate Macmillan	Partner, Gallant Macmillan
Richard Mair	Partner, Abel & Imray
Adrian Majumdar	Partner, RBB Economics
Furhana Mallick	Business Development Manager, 8 New Square
Roland Mallinson	Taylor Wessing LLP
Al Mangan	Associate, Addleshaw Goddard LLP
Prof. Spyros Maniatis	Director, Queen Mary, University of London
The Hon Mr Justice Mann	
Clarissa Mapson	Solicitor, Manches LLP
Ilan Margolis	Legal Counsel, Coca-Cola Enterprises Limited
Ben Mark	Solicitor, SJ Berwin LLP
Dr. Philip Marsden	British Institute of International Comparative Law (BIICL)
Vanessa Marsland	Partner, Clifford Chance LLP

Rohan Massey	Parner, McDermott Will & Emery UK LLP
Hervey Matt	Solicitor, Wragge & Co LLP
Marc Maxfield	Case Officer, Office of Fair Trading
Jonathan May	Executive Director, Policy and Strategy, Office of Fair Trading
Dr. Alan McBride	Associate, Howrey LLP
Andrew McCarthy	General Counsel, UK/Ireland, Procter & Gamble
Paul McClenaghan	Solicitor, Stephenson Harwood
Katie McConnell	Senior Associate, Lovells LLP
Alastair McCulloch	Partner, Jones Day
Noirin McFadden	Student, Kings College London
Becket McGrath	Partner, Edwards Angell Palmer & Dodge UK LLP
Edwin McNamara	Web & Legal
Tom McQuail	Partner, Howrey LLP
Ciara McSorley	Principal, LECG Ltd
Cyrus Mehta	Partner, Nabarro LLP
Rochelle Mello	Solicitor, Arnold & Porter (UK) LLP
James Mellor	Counsel, 8 New Square
Francisca Mendia Lara	Associate, Olswang LLP
Helyn Mensah	Barrister, Three New Square IP
Richard Menzies	Solicitor, Osborne Clarke
Annsley Merelle Ward	Trainee Solicitor, Gallant Macmillan LLP and IPKat
Mohummad Mia	Trainee Solicitor, DMH Stallard LLP
Edward Middleton	CBI
Michael Miller	Amazon
Rosalind Miller	Trade Mark Attorney, J A Kemp & Co
Garry Mills	Head of Trade Marks and Brands, Innovate Legal
Marc Mimler	PhD Candidate, Queen Mary, University of London
Ewan Mitchell	Lawyer, Rouse
James Mitchiner	Principal, Mitchiners
Benjamin Mitra-Kahn	Economic Advisor, Intellectual Property Office
Adam Mitton	Solicitor, Harbottle & Lewis LLP
Rebecca Mitton	Associate, Pinsent Masons LLP
Jonathan Moakes	Partner, Halliwells LLP
Ravi Mohindra	Head of Legal, Global Brand & New Media, Vodafone Group Limited
Matthew Moir	Trade Marks Administrator, Lovells LLP
Rachel Montagnon	Professional Support Lawyer, Herbert Smith LLP
Sean Moran	PhD student, Norwich Law School, UEA
Christopher Morcom QC	Hogarth Chambers
Ronnie Mortimer	Legal Assistant, Wedlake Bell
Andi Murch	Trade Mark Attorney, Page White & Farrer
Eibhlin Murray	Solicitor, Allen & Overy LLP
Simon Neil	Partner, Osborne Clarke
Jane Nelson	Trade Mark Attorney, Urquhart-Dykes & Lord LLP
Megan Newhouse	Associate, Linklaters
Kokyee Ng	Legal Assistant, DLA Piper UK LLP
Robin Nott	Principal, Robin Nott
James Nurton	Managing Editor, Managing IP
Claire O'Brien	Associate, Wragge & Co LLP
Peter O'Byrne	Senior Associate, Baker & McKenzie LLP
Elaine O'Hare	Solicitor, Stevens & Bolton LLP
Victoria Oates	Senior Associate, Allen & Overy LLP
Rebecca Olds-Bartlett	Trade Mark Assistant, Taylor Wessing LLP
Greg Olsen	Partner, Clifford Chance LLP
Juan Passas	Linklaters
Mark Paton	Solicitor, DLA Piper UK LLP
Dr. Christopher Payling	BAE Systems
Daniel Pearce Associate	Herbert Smith LLP
Morag Peberdy	Solicitor, Covington & Burling LLP
Dr. Jasminka Pecotic Kaufman	Senior Assistant, University of Zagreb
Michael Peel	Legal correspondent, Financial Times
Paul Pennell-Buck	Consumer & Competition Policy Directorate, Dept for Business, Innovation and Skills
Laura Perkins	Solicitor, Hammonds LLP
Dr. Emily Peters	Associate Solicitor, Bird & Bird LLP
Ben Peters	Senior Counsel, Competition, De Beers UK Limited

Sarah Philips	Solicitor, DLA Piper UK LLP
Dr. Ross Phillipson	Senior Legal Counsel, Procter & Gamble
Victoria Philpott	Technical Assistant, Page White & Farrer
Jennifer Pierce	Partner, Charles Russell
Timothy Pinto	Solicitor, Taylor Wessing LLP
Alexia Politi-Tzouni	Student, UCL
Clare Potter	Chief Legal Adviser, Competition Commission
Chris Pratt	Solicitor, Baker & McKenzie LLP
John Pratt	Partner, Hamilton Pratt
Steve Preece	Deputy Director, Competition Policy, Office of Fair Trading
Francis Preedy	Trade Mark Attorney, HallMark IP Limited
Simon Priddis	Partner, Freshfields Bruckhaus Deringer LLP
Richard Pringle	Trade Mark Advisor, Shell International Ltd
Geoffrey Pritchard	Barrister, Three New Square IP
Claire Purkiss	Trainee Solicitor, Bristows
Alastair Pursell	Solicitor, Hammonds LLP
Malavika Raghavan	Advocate (Non-practising), Allen & Overy LLP
Heba Raslan	Student Kings College London
Dan Rawling	Case Officer (Legal), Office of Fair Trading
Collette Rawnsley	Senior Associate, Howrey LLP
Anna Reeve	Partner, Marks & Clerk Solicitors LLP
Ana Rita Rego	Reporter, MLEX
Jacqueline Reid	Barrister, 11 South Square
Adam Rendle	Associate, Taylor Wessing LLP
Maria Rican	International Team, Office of Fair Trading
Christy Rogers	Barrister, 7 New Square
Dr. Ashley Roughton	Barrister, Hogarth Chambers
Michael Rowe	Partner, Slaughter and May
Bratin Roy	Associate, McDermott Will & Emery UK LLP
Michael Rueter	Trainee Solicitor, Clifford Chance LLP
Angela Rye	Cadbury
Rajesh Sagar	Assistant Solicitor, Marks & Clerk Solicitors LLP
Vicki Salmon	Partner, IP Asset LLP
Theo Savvides	Partner, Osborne Clarke
Meena Sayal	Legal Counsel, Brand Protection, Unilever UK Limited
Emilie Scheffer	Trade Mark Assistant, Hammonds LLP
Tom Scourfield	Senior Associate, CMS Cameron McKenna LLP
Sunil Sehgal	Senior Legal Counsel, Coca-Cola Enterprises Limited
Guy Selby-Lowndes	Patent Attorney, Moonrakers
Omar Shah	Partner, Latham & Watkins
Niri Shanmuganathan	Partner, Taylor Wessing LLP
Christopher Sharp	Associate, Herbert Smith LLP
Sarah Shears	Intellectual Property Solicitor, Barlow Robbins LLP
Frank Shepherd	Media Relations, Office of Fair Trading
Corinne Shepherd	Trainee Solicitor, Reed Smith
Brian Sher	Partner, Nabarro LLP
Sally Shorthose	Partner, Bird & Bird LLP
Ian Silcock	Barrister, Hardwicke
Joanna Silver	Associate, Herbert Smith LLP
Dr. Ilanah Simon Fhima	UCL Institute of Brand and Innovation Law
Juliet Singer	Solicitor, Roiter Zucker
Michael Skrein	Partner, Reed Smith
David Smales	Associate, White & Case LLP
Jenni Smallshaw	Mediaspot
Dr. Mary Smillie	Associate, Bird & Bird LLP
Joel Smith	Partner, Herbert Smith LLP
Stephen Smith	Senior Associate, Mayer Brown International LLP
Leigh Smith	Trainee Solicitor, McDermott Will & Emery UK LLP
Adam Smith	Reporter, World Trademark Review
Jonathan Spence	Solicitor, Herbert Smith LLP
Wayne Spillett	Solicitor, Vodafone Group Limited
James St.Ville	Barrister, 8 New Square
Arabella Stafford Northcote	Legal Counsel, BTG PLC
Alice Stagg	Solicitor, Wragge & Co LLP

Luke Staiano	Solicitor, Carter-Ruck
Ian Starr	Partner, Ashurst LLP
Nathalie Stenmark	Student, UCL
Julius Stobbs	Head of Trade Marks, Ipulse
Anna Suchopar	Associate, Taylor Wessing LLP
Mark Sweny	Solicitor, Ashurst LLP
Cheng Tan	Associate, McDermott Will & Emery UK LLP
Nerys Tasker	Associate, Olswang LLP
Pegah Tavanayan	Web & Legal
Attieh Tavanayan	Web & Legal
Adam Taylor	Patent Attorney, Dehns
Tim Taylor	Lawyer, Hammonds LLP
Kate Tebbutt	Associate, Dechert LLP
Myrto Tente	Student, UCL
Gurkirit Thiara	Student, UCL
Remi Tissa	Solicitor, Shepherd and Wedderburn
Margaret Tofalides	Partner, Manches LLP
Catarina Toscano	Mark Misuse Officer, Fairtrade Foundation
Pat Treacy	Partner, Bristows
Rachel Tregear	Professional Support Lawyer, Addleshaw Goddard LLP
Sandy Tsakiridi	Student, UCL
Christos Tsoumanis	Student, UCL
Anny Tubbs	European Competition Counsel, Unilever
James Tumbridge	Gowling Lafleur Henderson LLP
Jonathan D.C. Turner	Barrister, 13 Old Square Chambers
Don Turner	Consultant, Beresford & Co
Abigail Twitchen	Head of Trade Marks, Stratagem IPM Limited
Tecla Ubaldi	Senior Associate, Bonelli Erede Pappalardo LLP
Tom Usher	SJ Berwin LLP
Rosario Valdez Knight	Trade Mark Attorney, Taylor Wessing LLP
Mark Vanhegan	Barrister, 11 South Square
Theodore Varcoe	Trainee Solicitor, Stevens & Bolton LLP
Robert Vidal	Head of Competition, EU and Trade, Taylor Wessing LLP
Jan Vleck	Partner, Reddie & Grose
Prof. Christopher Wadlow	Norwich Law School, UEA
Helen Wakerley	Partner, Reddie & Grose
Paul Walsh	Partner, Bristows
Stephen Walzer	Business Consultant
Sarah Ward	Associate, Mayer Brown International LLP
David Ward	Senior Counsel - Group Competition Law, Tesco plc
Alex Watt	Solicitor, Arnold & Porter (UK) LLP
David Went	Counsel, Sidley Austin
Caitlin Whale	Solicitor (Australian qualified), DLA Piper UK LLP
Stephen Whitfield	Associate, Taylor Wessing LLP
Dr. Robert Whittock	IP / IT Practice Group, Freshfields Bruckhaus Deringer LLP
Astrid Wiedersich Avena	Lawyer, Crescenzi & Partners
Ian Wilkes	Partner, Groom Wilkes & Wright LLP
Louise Williams	Associate, Allen & Overy LLP
David Winnie	Solicitor, Hammonds LLP
Catherine Young	Trainee Solicitor, Arnold & Porter (UK) LLP
Mark Young	Associate, Covington & Burling LLP
Juliet Young	Senior Economic Advisor, Office of Fair Trading
Iram Zaidi	Trainee Trade Mark Attorney, Lewis Silkin LLP
Chenwei Zhu	PhD student, LSE
Alexia Zuber	

OFFICE OF FAIR TRADING



Office of Fair Trading

Fleetbank House
2-6 Salisbury Square
London
EC4Y 8JX

www.offt.gov.uk

jackie.holland@oft.gsi.gov.uk
steven.preece@oft.gsi.gov.uk
paul.gilbert@oft.gsi.gov.uk
adam.labbett-ainsworth@oft.gsi.gov.uk

Institute of Brand and Innovation Law

Faculty of Laws, University College London
Bentham House
Endsleigh Gardens
London, WC1H 0EG

www.ucl.ac.uk/laws/ibil

Dr Ilanah Simon Fhima - i.fhima@ucl.ac.uk
Dr Matthew Fisher - m.fisher@ucl.ac.uk
Dr Ioannis Lianos - i.lianos@ucl.ac.uk
Dr Christopher Stothers - c.stothers@ucl.ac.uk

By Telephone

020 7679 1478 (Kerry Newlyn, Administrator)
Email: k.newlyn@ucl.ac.uk

IBIL is generously sponsored by

8 New Square
Baker & McKenzie
Latham & Watkins
Rouse

and

Three New Square
AA Thornton & Co
Bird & Bird
Collyer Bristow
Elkington & Fife LLP
Herbert Smith
Howrey
Linklaters
Marks & Clerk
Powell Gilbert
SJ Berwin