



SESSION 2.2 TRADE MARKS AND FASHION

Trade marks are what makes the world of fashion go around. Without strong brand recognition fashion could not exist. This session will explore some of the many interesting aspects of trade marks and fashion.

Speakers will discuss issues surrounding the protection of marks, well known and otherwise, in the fashion industry. Enforcement of those rights will also be considered and in particular anti-counterfeiting strategies.

Elia Sugrañes-Coca (ES)
José Antonio Moreno Campos (ES)
Mireia Curell Aguilà (ES)
Leslie J. Lott (US)
Gloria W. Wu (CN)



FÉDÉRATION INTERNATIONALE DES CONSEILS
EN PROPRIÉTÉ INTELLECTUELLE
INTERNATIONAL FEDERATION OF
INTELLECTUAL PROPERTY ATTORNEYS
INTERNATIONALE FÖDERATION
VON PATENTANWÄLTEN

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ELIA SUGRAÑES-COCA (ES) – MODERATOR

Elia Sugrañes-Coca is a Spanish Patent and Trademark Agent and Community Trademark Agent, Head of the Trademark Department at SUGRAÑES.

She studied Law in Barcelona (1992-1996) and completed specialization in IP with the Magister Lucentinus, a Master that took place in Alicante in 1996 just when the OHIM started operating. She has now more than 15 years' experience in IP law, mainly in the prosecution and consultation for trademarks and domain names and legal matters related.

She is member of FICPI and active in trademarks, in particular as Chair of CET1 as well as the European Members Commission (EUCOF). In the same line, she is also member of INTA, AIPPI, ECTA and ASIPI collaborating in many initiatives with the aim of contributing to improve the industrial property system.

She is also Mediator, recognised by WIPO, and Arbitrator by the University of San Pablo, CEU.



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JOSÉ ANTONIO MORENO CAMPOS (ES) – SPEAKER

Born in Seville in 1971, he has a Degree in Law, after his studies at the University of Granada (Spain) and Edinburgh (United Kingdom). His professional career started at the Commercial Office of the Spanish Embassy in Buenos Aires (Argentina). Back to Spain, from 2000 to 2008, he worked as the Legal Manager of the Spanish Wine Association. In 2003, he became Attorney in Trademarks and Patents, working since then as a IP rights counselor to Spanish wineries.

In 2009, he joined the Spanish Trademarks Association (ANDEMA), as Deputy Director General, becoming the Director General in October 2010.

In 2011 he was invited by the United States Embassy in Spain to participate in the International Leadership Visitors Program in the category of Intellectual Property Rights. The program was held from September 24th 2012 to October 12th 2012, in Washington, New York, Saint-Louis, Portland and Seattle. The program included 36 meetings with representatives of the United States Federal and State Public Administration, the Judiciary, Attorneys, Private Associations, Lawyers and Universities.

He actively participates in associations like GAGC (Global Anticounterfeiting Network Group), AIM (Association des Industries de Marque) and IWLA (the International Wine Law Association). He participates as lecturer in the Master Courses on IP rights at the University of Alicante, Instituto de Empresa, Fundación Pons and the Escuela de Organización Industrial. He is regularly invited as a speaker in national and international institutions on topics as industrial property, combat of fakes, intangible assets and innovation. He speaks both English and French and currently is learning Italian.



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MIREIA CURELL AGUILÀ (ES) – SPEAKER

Mireia Curell is at present Managing Partner of the IP Firm CURELL SUÑOL slp, based in Barcelona.

She is a Spanish Industrial Property Attorney (1986), a European Patent Attorney (1987) and a European Trade Mark and Design Attorney (1996/2002).

She holds a BA in Hispanic Studies and Linguistics (University of Barcelona - UB), a Post-Degree Diploma on Patents and Trade Marks in the Chemical and Pharmaceutical Field (IQS); a Diploma on European and Spanish Patents from the Centre of Studies of Patent Documentation (UB), and a Law Post-Degree in Intellectual Property (UPF-IDEA).

She is a Chartered Translator-Interpreter appointed by the Spanish Ministry of Foreign Affairs (Languages: English, French, Italian, Spanish and Catalan).

She has been a teacher of continuing education courses and post-graduate courses in Intellectual Property at the Faculty of Pharmaceutical Sciences (UB) and ESADE. She has lectured in several international events.

She is Past President of the European Communities Trade Mark Association – ECTA (period 2006 – 2008). She is a member of COAPI (Spanish Institute of Chartered Industrial Property Attorneys), EPI, FICPI, AIPI, APRAM, PTMG, MARQUES, ITMA and INTA.

In 2010 she was appointed by OHIM's President as member of the Management Board of the Cooperation Fund.



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LESLIE J. LOTT (US) – SPEAKER

Leslie J. Lott, is the founding partner of Lott & Fischer, specializing exclusively in intellectual property law, with offices in Coral Gables, Florida. Ms. Lott was named Best Lawyers® Miami area Lawyer of the Year 2014 in Copyright Law. Ms. Lott was previously named Best Lawyers® Miami area Lawyer of the Year 2012 in Intellectual Property Litigation, and Best Lawyers® Miami area Lawyer of the Year 2010 for Intellectual Property Law. She was named one of Florida's Top 50 Female Florida Super Lawyers, and has repeatedly appeared in Florida Super Lawyers magazine in the intellectual property category. She was among the first in the country to be certified as a specialist in intellectual property law, and is past chair of the Intellectual Property Committee of the Florida Bar. Ms. Lott has consistently been recognised in Guide to the World's Leading Trade Mark Law Practitioners, The Best Lawyers in America, South Florida Legal Guide's "Top Lawyers in South Florida", and Florida Trend's "Florida Legal Elite."

Ms. Lott is admitted to practice in the State of Florida, the State of New York, the District of Columbia, Court of Appeals for the Federal Circuit (formerly U.S. Court of Customs and Patent Appeal), the 11th Circuit Court of Appeals, The United States District Courts for the Southern and The Middle Districts of Florida, and The Southern District Trial Bar. She is certified by The Florida Bar as a specialist in intellectual property law.

Ms. Lott is a member of the Florida Bar Board of Governors. She has served on the Trademark Public Advisory Committee of the United States Patent and Trademark Office. She has been named to the Panel of Distinguished Neutrals for the Resolution of Trademark Disputes, established by the Center for Public Resources /INTA. Ms. Lott is a past member of the INTA Board of Directors. She is a Past Chair of the Counterfeiting and NAFTA Task Forces, and the Federal Legislation and Alternative Dispute Resolution Committees of the International Trademark Association. She is past chair of the Alternative Dispute Resolution Committee of the American Intellectual Property Law Association.



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GLORIA Q. WU (CN) – SPEAKER

Gloria graduated from Beijing Foreign Studies University, School of Law in 2005, and joined Kangxin in the same year and started her trademark practice ever since.

As the head of Kangxin's trademark department, Gloria has assisted brand owners from all over the world in devising and implementing tailored strategies for trademark protection in China, with regard to both prosecution and litigation. She is also experienced in dealing with cases involving different types of IP rights, such as trademarks, copyright, design patents and domain names. Based on her deep knowledge and extensive experience of trademark practice, she provides proactive, insightful advice to clients who encounter complicated trademark disputes in China, and helps them to resolve their problems successfully and efficiently.

Gloria has been recognised for her expertise in trademark field (both prosecution and contentious) by Chambers and Partners, World Trademark Review and Managing Intellectual Property, and is consistently ranked among the top IP professionals in China.

She has also authored many articles in both Chinese and international journals and has been frequently consulted and interviewed by legal media to give comments and opinion in relation to latest influential trademark cases or other new development in trademark legal system in China. She is also an active speaker and moderator at international conferences and seminars, sharing her knowledge and experience of trademark practice in China with audiences from different jurisdictions.



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