

“The Mother of ‘Non-Traditional Trademarks’, the required DNA and how far have they grown as an effective tool of trademark protection”



Hiromichi Aoki  
Speaker

Mr. Hiromichi Aoki is a Partner of Yuasa and Hara (Japan). His major areas of expertise are in the fields of Trademarks, Designs, Unfair Competition and Domain Name.

He obtained his LLB from Chuo University majoring in Administrative Law and Intellectual Property Law. He was a visiting professor in Hokkaido University and an adjunct lecturer at the University of Tsukuba. He is now a visiting professor at Kanazawa Institute of Technology and an adjunct lecturer at Bunka Fashion Graduate University. He lectured before the Japan Patent Attorneys Association, Japan Intellectual Property Association, Japan Institute of Invention and Innovation, Japan Customs and IP High Court.

He is consistently cited as a leading trademark practitioner in several publications including The Legal Media Group Guide to the World’s Leading Trade Mark Law Practitioners, World Trademark Review 1000 and Who’s Who Legal.

He authored various authoritative books on intellectual property, including the recently published "Non-Traditional Trademarks and Trademark Infringement". Other publications this year are the “Industrial Design Rights – International Perspective” and “International Design Protection System ‘Hague Agreement’ and EU Design Protection System”.

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Hung Nguyen  
Speaker

Mr. Hung Nguyen is a partner of Deeth Williams Wall LLP (Canada). He practises primarily in the area of trade-mark law: trademark clearance, filing, prosecution, opposition, enforcement to licensing.

Mr. Nguyen obtained his LL.B. summa cum laude from the University of Ottawa (2000) and B.Sc. (Physical Therapy) with honours from the University of Toronto (1997). He handles trade-mark portfolios of clients in Canada and abroad.

He is an active Fellow of Intellectual Property Institute of Canada (IPIC) and member of the Canadian Bar Association (CBA), Intellectual Property Section, International Trade-marks Association (INTA) and the European Communities Trade Mark Association (ECTA).

His recent publications include “Canada Opens Up to Registration of Non-Traditional Trademarks “ (American Bar Association’s Landslide magazine, November/December 2012), “History of the Canadian Food and Drug Regulations [Chapter]”, (RAPS Fundamentals of Canadian Regulatory Affairs textbook, [2011]) “International Opposition Guide for Canada”, (INTA, 2009-present) and “Quarterly IP Case Summaries,” (CBA, 2008-present.)

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Roland Kunze  
Speaker

Mr. Roland Kunze is a founding partner of WürttembergKunze. His practice focuses on strategic prosecution and litigation advice and advocacy with emphasis on the validity, revocation or cancellation of trademarks and designs. Due to his admission in Germany and the UK he is regularly retained not only in proceedings before the Harmonization Office as well as infringement proceedings, but also in proceedings before the General Court of the European Union, following appeals filed with the Harmonization Office, as well as in appeal proceedings before the European Court of Justice, where he has appeared in over 50 cases.

He also specializes in revocation, interim injunction and infringement proceedings with an international dimension, including pan-European injunctions. Recently he acted in copyright infringement proceedings and succeeded in securing one of the highest ever damage awards in copyright matters in relation to learning toys.

Roland Kunze is the author of a chapter on revocation and invalidity proceedings in INTA's International Manual and an active member of IP associations including INTA, ECTA, ITMA and AIPPI.

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Michele S. Katz  
Moderator

Ms. Michele S. Katz is a Founding Partner of Advítam IP, LLC (USA). She provides powerful expertise in all areas of intellectual property law.

Ms. Katz obtained her JD from the Chicago-Kent College of Law (International and Comparative Law Certificate Program) and BAs in Psychology and Jewish Studies with Honors from Indiana University. She has received awards and recognition including being named as an Illinois Rising Star from 2010-2015 in the area of IP and chosen four times as a Corporate Woman of Achievement by the National Association of Women Business Owners (NAWBO). She has published myriad articles and spoken on a wide variety of trademark issues, including a lecture entitled, “Standing Tall in a Shrinking Market: Top Three Ways You can Strengthen Your Business Through Trademarks.” Further, Ms. Katz has lectured on various IP topics at Columbia and DePaul Universities in Chicago.