



## REGISTER NOW

[The German Association for the Protection of Intellectual Property \(GRUR\)](#) has the pleasure of inviting you to the **11<sup>th</sup> GRUR meets Brussels Workshop 2023** entitled “**Recent developments in European trademark and design law.**” 12+ renowned GRUR experts will discuss topical issues in trademark and competition law as well as the EU Design Reform Package with you. We also invited representatives of the EU legislator and other stakeholders to join the discussion and share their views with us.

The event will take place on **Tuesday, 13 June 2023 from 10.00 to 17.30** at [SPARKS Brussels, 60 rue Ravenstein / Cantersteen 47, 1000 Brussels, Belgium](#). Room availability is limited to 150 seats so that we recommend an early registration.

### PROGRAMME:

For the current state of things see the **agenda** attached below. Please note that the workshop will be held in English language without simultaneous translation and that we do not offer any streaming or online attendance – it is all “in person and face-to-face” in Brussels!

The webinar is eligible for **5 hours of continued professional education** according to § 15 FAO. In that case, be aware that we will check your continued participation during the event.

**ONLINE REGISTRATION:** Online registration is open. Visit [www.grur.org](http://www.grur.org).

**REGISTRATION VIA E-MAIL:** If you prefer to register by e-mail, please send a message with your full contact details to [s.vonlingen@grur.org](mailto:s.vonlingen@grur.org) including the information whether or not you are a GRUR member, and whether or not you wish to receive a certificate of attendance. After successful registration you will receive a booking confirmation as well as payment information via e-mail.

### Registration fees:

- **GRUR Members Early Bird Ticket** (registration before 1 May 2023): **€ 50**
- GRUR Members Late Bird Ticket (registration as of 1 May 2023): € 70
  
- **Non-GRUR Members Early Bird Ticket** (registration before 1 May 2023): **€ 70**
- Non-GRUR Members Late Bird Ticket (registration as of 1 May 2023): € 90

**All tickets are full-day tickets including a welcome breakfast, a joint lunch and coffee breaks.**

### Cancellation fees:

- 50% in case of cancellation before 15 May 2023
- 100% in case of cancellation as of 15 May 2023 or no-show



## Agenda

10.00 – 10.30 **Registration & welcome breakfast**

10.30 – 10.35 **Welcoming remarks**

Dr Gert Würtenberger, President of GRUR, Attorney-at-Law, Munich

10.35 – 13.00 **PART I - TOPICAL ISSUES IN TRADEMARK AND UNFAIR COMPETITION LAW**

Six years ago, EU trademark law was amended after thorough evaluation. Although most of the changes have resulted in improvements, some drawbacks remain. This concerns certain obstacles against timely and efficient enforcement of Union trademarks, such as the so-called ‘Alicante torpedo’ (Art. 132, Art. 128(5) EUTM), but it also includes other issues such as the – still lacking – unification of sanctions. Following an impulse address by Dr Ulrich Hildebrandt, the seriousness and practical implications of the issues are discussed by a panel of experts. Concerning the interface of unfair competition and trademark law, the presentation will focus on the relationship between a factual (empirical) approach towards evaluation of consumer protection and a normative approach, which might lead to an alienation of legal assessment from market reality.

10.35 – 11.00 **Introductory statement**

**Potential obstacles against timely and efficient enforcement of Union trademark**

Prof. Dr Ulrich Hildebrandt, Attorney-at-Law, Berlin

11.00 – 12.00 **Panel discussion**

**Is there a need for legal clarification or legal reform so as to facilitate enforcement of Union marks?**

**Chair:** Prof. Dr Annette Kur, Affiliated Research Fellow, Intellectual Property and Competition Law, Max Planck Institute for Innovation & Competition, Munich

**Panellists:**

- Prof. Dr Ulrich Hildebrandt, Attorney-at-Law, Berlin
- Prof. Dr Alexander von Mühlendahl, JD., LL.M. (Northwestern), Attorney-at-Law, Munich
- Dr Anke Nordemann-Schiffel, Attorney-at-Law, Berlin
- Dr Frederik Thiering, Attorney-at-Law, Hamburg

12:00 – 13.00      **Statement**

Improved transparency for online consumers - does it have an impact on trademark law?

**Dr Andreas Lubberger**, Attorney-at-law, Berlin

**followed by questions & answers**, moderated by **Prof. Dr Annette Kur**

13:00 – 14.00      **Joint lunch at SPARKS Restaurant**

14.00 – 17.30      **PART II - THE EU DESIGN REFORM PACKAGE**

On 28 November 2022, the European Commission adopted two proposals to modernise the legislation on design protection, consisting of a “Proposal for a Regulation amending the Community Designs Regulation [COM(2022)666]” and a “Proposal for a Directive on the legal protection of designs [COM(2022)667]”.

The Committee for Design Law of the German Association for the Protection of Intellectual Property submitted various detailed comments on both proposals, including two helpful synopses and some more specific remarks, which have been published recently (GRUR 2023, 387).

The GRUR meets Brussels Workshop 2023 provides for a perfect opportunity to discuss the two proposals and related comments/concerns, including the removal of the current seven-view limitation, possibilities to amend the representation of the EU design before registration and the issue of disclosure in case of unregistered EU designs. Another issue of special interest to be covered will be the so-called repair clause.

14.00– 14.25      **The EU Design Reform Package – overview and state of play**  
**Tomás Lorenzo Eichenberg**, Senior Expert, Intangible Economy (Unit C4), DG for Internal Market, Industry, Entrepreneurship and SMEs (GROW), European Commission, Brussels

14.25 – 14.50      **Efforts to modernise EU legislation on design protection – the GRUR activities over time**  
**Professor Dr Alexander Bulling**, Former Chair of the GRUR Expert Committee on Design Law, Patent Attorney, Stuttgart

14.50 – 15.15      **Representation of a registered design (limitation of views, visual disclaimer, alteration of the representation)**  
**Dr Sabine Kossak**, Patent Attorney, Hamburg

15.15 – 15.40      **Disclosure in case of unregistered EU designs (territorial scope)**  
**Dr Henning Hartwig**, Chair of the GRUR Expert Committee on Design Law, Attorney-at-Law, Munich

15.40 – 16.10      **Coffee break**

- 16.10 – 16.35 **The Commission’s proposal for a repair clause in the Regulation and the Directive – the GRUR view**  
Dr Torsten Dilly, Senior Legal Counsel, BMW AG, Munich
- 16.35 – 17.00 **The GRUR position and the feedback from other stakeholders**  
Christian Spintig, Attorney-at-Law, Hamburg
- 17.00 – 17.25 **Questions & answers**, moderated by Dr Henning Hartwig
- 17.25 – 17.30 **Wrap up & closing remarks** by GRUR President Dr Gert Würtenberger

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