



Young Practitioners & Trademark Administrators reception in Oslo – The (increased) impact of technology on IP: How will it affect YOUR career?!

Who can attend: Young Practitioners and Trademark Administrators from the Nordic and Baltic countries with no more than five years of professional experience. INTA membership is not required to participate.

Date: Friday, October 11, 2019

Time: The program starts at 14:00 h. Please arrive around 15 minutes in advance to allow for registration.

Location: BAHR AS - Tjuvholmen allé 16, 0252 Oslo, Norway

Program:

14:00 Welcome and introduction of the co-hosting firms

14:15 What can INTA do for YOU? What can YOU do for INTA?

Presentation on the value of INTA for YPs and the best ways to become (more) involved with the organization

14:45 The applicability of marketing control acts on advertising in internet and social media

(Are Stenvik, BAHR AS, Oslo and Tiina Orre, Castrén & Snellman Attorneys Ltd, Helsinki)

15:45 Legal's role in the effective governance of information assets

(Julian Goy, InfoGov Sweden AB, Göteborg)

16:30 Image recognition, a real AI implementation

(Sander Vermeulen, darts-ip, Brussels)

17:15 Coffee break

17:30 Roundtable: Your career in IP law – Which things will change, and which will stay the same?

- Julius Berg Kaasin (Stokke AS, Oslo)
- Frantzeska Papadopoulou Skarp (Stockholm University, Stockholm)
- Søren Danelund Reipurth (Lundgrens Advokatpartnerselskab, Hellerup)
- Per Kaare Nerdrum (Judge, Oslo District Court)

Moderated by: Felix Reimers (Advokatfirmaet GjessingReimers AS, Oslo)

Active audience participation is requested: Please furnish us with two questions for the participants of the roundtable when you register for the event (further information below).

18:30 How about a few trademarks, flavored with a little AI and Big Data and served on the Cloud?

Quiz (in mixed teams), testing your knowledge on the region's IP law and the concepts of legal tech.

19:30 Reception with drinks and finger food

The closing reception will give the participants an opportunity to network in a relaxed atmosphere with their peers as well as with the speakers and representatives of the co-hosting offices.

Co-hosting firms: **BAHR** (Oslo, Norway), **BRIMONDO** (Göteborg, Sweden), **CASTRÉN & SNELLMAN** (Helsinki, Finland), **DARTS-IP** (Brussels, Belgium), **LUNDGRENS** (Hellerup, Denmark).

Please RSVP via the "RSVP TODAY!" button on the INTA Calendar entry no later than Monday, October 07.

In addition to this, please send an email to ypevent@rmwc.eu to let us know since when you are active in the area of IP and to provide us with two questions addressed to the participants of the round table (connected to the topic "Your career in IP law – Which things will change, and which will stay the same?").

The event is free of charge and space is limited. Please RSVP only if you are certain that you will actually be able to attend. Registration will occur on a first-come, first-served basis and will be confirmed by email.