

IPR PROTECTION FOR INTERNATIONAL TRADE IN THE FASHION INDUSTRY

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Date: 23 July 2007
Time: 3pm to 5pm followed by networking
Venue: The Boardroom, 5 Portland Place, London W1 1PW
Cost: £35 + VAT (£41.13), payable by cheque

Developing intellectual property and knowing how to protect it is an important success factor for all creative businesses in today's market place. In order to compete more effectively in global markets, it is essential to understand how to reserve, protect and enforce IPR.

UK Trade and Investment in partnership with UK Fashion Export are holding a seminar on Intellectual Property Rights (IPR) for the fashion industry on **Monday 23 July 2007**.

The seminar will be a comprehensive introduction to the key issues in IPR and participants will learn about how manage and export the value of intellectual property, namely:

- How to protect your brand
- What makes a good Trade Mark
- What can a brand consist of
- How long does trade mark protection last
- How to protect the design of goods
- The difference between registered and unregistered designs
- The benefits of registered design protection



Programme:

2.45 Registration
 3.00 Introduction
 3.15 David Keltie, Keltie Patent and Trade Mark Attorneys
 4.00 Own-it
 4.30 Questions and answers
 5.00 Drinks/Networking

Places on this workshop are limited so we advise you to book early.
 To book your place on this event please fill in the attached application form and email it to Sarah-Jane Freni on sarahjanefreni@uktilondon.org.uk or fax it back to 02075938854.



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23 July 2007

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5 Portland Place, London W1 1PW

To reserve your place on this seminar, please complete the form below and fax it back to **Sarah-Jane Freni on 020 7593 8854**

The cost of a place on the workshop is **£35 +VAT (£41.13)**, payable by cheque before the event. Please note that we can only accept payment by cheque. Please make cheques payable to the Department of Trade and Industry and send to UK Trade and Investment, Palestra, 197 Blackfriars Road, London SE1 8AA. We will confirm that a place has been reserved for you in writing upon receipt of payment.

I confirm that the person stated below wishes to attend the workshop:

Title: **First name:** **Surname:**

Job title:

Organisation:

Address:

Postcode:

Email address: **Telephone Number:**

Website:

Have you used UKTI's services before? Y / N

Are you on the Passport to Export programme ? Y / N

Is there a specific issue you would like to be addressed at this workshop?

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Data Protection Act 1998

Information regarding the collection, use, disclosure and processing of personal data is to be found in the Privacy Statement on the UK Trade & Investment website www.uktradeinvest.gov.uk. Having seen the website, please tick the following boxes if you do not wish your details to be used for marketing purposes [], passed to Business Links (or your equivalent national body) , any carefully selected UK based Trade Association or Chamber of Commerce or business partners [] or transferred outside UK [].