



# Brands & IP seminar series

2017



## Lewis Silkin's Brands & IP seminar series

Maximising brand power forms the heart of commercial strategy for businesses in nearly every industry, whether major names or start-ups with big ambitions. We have put together the following series of events to help you navigate the common pit falls and queries our clients face day to day.

We know the value of the exchange of ideas and bringing people who face similar issues together. We want to help facilitate this, while also offering some hot topic training tailored for brand owners. To book your place or for further information, please contact us at [events@lewissilkin.com](mailto:events@lewissilkin.com).

### Breakfast seminars

**8:45am - 10:00am**

All our events are free of charge and include breakfast and registration from 8:15am

### Myth Busters?

#### Thursday 18 May

Focused on non-lawyers and those without an IP background this session will provide a safe space to ask those burning questions about the use of IP in the creative sectors. We hope to dispel some of the common myths around IP creation, ownership and exploitation. We will invite questions prior to the session which we will respond to on an anonymous basis on the day.

Specific topics will include:

- What do we mean by IP rights and how do they arise?
- Ownership of commissioned materials
- Use of material from the internet
- Infringement – where to draw the line

### So you think you own your brand?

#### Wednesday 14 June

A practical session aimed at lawyers and those with some IP background looking at perennial problems faced by brands and their agencies in the conception, development and reinvigoration of brands.

Specific topics will include:

- Clearance and searches
- Use of descriptive terms, names and places
- Copycat branding
- Ownership, exploitation and enforcement

## Socially embarrassing

### Thursday 12 October

This session will focus on what makes a good social media strategy and how brands can get it wrong. Using practical examples and a reminder of different areas of law and regulation that apply the team will cover:

- The regulatory and consumer landscape
- The “laws of the internet” (and defamation, privacy, data and communications offences)
- How to get it right...and what not to do
- What happens when you get it wrong?

## Code red! (How to deal with a media crisis)

### Thursday 9 November

Every brand’s nightmare. It’s 5 o’clock on a Friday and the phone rings....a tabloid newspaper has an exposé and they want your comment for their article on Sunday. This session will look at how a story might break and a corresponding media crisis might develop (or not!) from both perspectives – the media outlet and the target of the story.

We will cover:

- The media context - what the media want and why?
- So there’s a story to tell, but how?
- Kill it or co-operate (how to influence editorial decisions)?
- Dealing with the aftermath

### To register

E [events@lewissilkin.com](mailto:events@lewissilkin.com)

T +44 (0) 20 7074 8000

## The team

There have never been so many opportunities to seize, or threats to avoid, whether that's protecting your brand from unauthorised use by your competitors, developing online content deals, negotiating TV format rights, or clamping down on counterfeiting or cybersquatting activities.

We help clients ensure that their brand is actively managed and defended, from the inception of an idea through value analysis, global IP protection and exploitation, concept roll-out, commercialisation, dealing with disputes and beyond.

Consistently ranked as a top-tier law firm for our brands and IP work, we have a long track-record helping some of the world's biggest blue chips and SMEs build up their brand presence in their marketplace and make best use of their IP assets.

Our clients value the strength of our large, specialist team, as well as the depth of our sector insight in areas such as advertising & marketing, media & entertainment, retail, technology, sports, manufacturing and professional services.

## Data protection

By registering for one of our seminars you agree that we may contact you in the future about our services, seminars and ongoing developments. If you prefer not to receive such information, or if you would like to change or update your details, please send an email to [events@lewissilkin.com](mailto:events@lewissilkin.com).



## Where to find us

Lewis Silkin  
5 Chancery Lane  
Clifford's Inn  
London EC4A 1BL

Lewis Silkin is the UK member of:

