



BRANDING SEMINAR

ENHANCEMENT, EXPLOITATION AND ENFORCEMENT
A PRACTICAL GUIDE

Tuesday 1 December 2009 : Hylands House, Chelmsford
Thursday 3 December 2009 : The Academy, Basildon

YOUR BRAND IS ONE OF THE MOST VALUABLE ASSETS THAT YOUR COMPANY OWNS. YOU WILL HAVE WORKED HARD TO BUILD AND PROMOTE IT. BUT WHAT DO YOU DO TO PROTECT YOUR BRAND AND TO MAXIMISE ITS VALUE?

BRANDING

ENHANCEMENT, EXPLOITATION AND ENFORCEMENT A PRACTICAL GUIDE

What do you do when a competitor uses or attacks your brand? What can you do about the damage to your customer relationships, sales and reputation?

At this free breakfast seminar our expert speakers will focus on the practical steps that you can take to protect your brand and to maximise its value.

TOPICS WILL INCLUDE:

- Identifying and managing the intellectual property rights used in your business.
- Trade marks – what they are and how to apply for one.

- Copyright – what it is and why it is important to you.
- Protecting goodwill.
- Practical steps to enforce your intellectual property rights.
- Protecting your brand on the internet.
- How to make money from your brand.

WHO SHOULD ATTEND?

Company directors
Business owners and managers
Marketing professionals

For more information on Wollastons visit our website at
www.wollastons.co.uk

PROGRAMME

- 8.00 am** Registration – coffee & bacon rolls
- 8.30 am** Introduction – Rafael Ruiz, Partner
- 8.40 am** Speakers – Eileen McKendry-Gray | Christopher Sleep
- 9.50 am** Questions
- 10.00 am** Close

Delegates are invited to join the speakers for coffee and further questions after the seminar.

THE SPEAKERS



Rafael Ruiz *Partner*

Rafael advises on a wide range of commercial matters, including franchising, outsourcing, distribution and other intellectual property licensing arrangements. He also has wide experience of corporate mergers, acquisitions and disposals, and understands the role of intellectual property rights as a key asset in those transactions.



Eileen McKendry-Gray *Solicitor*

Eileen specialises in commercial law with a particular emphasis on intellectual property. She helps clients to identify important intellectual property rights used in the business and assists them to maximise their value. Eileen also regularly advises clients on a broad range of other business activities, with particular expertise in e-commerce and website and software development.



Christopher Sleep *Solicitor*

Chris is a member of Wollastons' commercial dispute resolution team, specialising in the contentious aspects of intellectual property. He represents a wide variety of companies and organisations on all aspects of IP, including trade mark, copyright, patent, designs, database rights and passing off, both in enforcing rights against others and in defending claims made by third parties.

BOOKING FORM

BRANDING : TUESDAY 1 DECEMBER 2009 – CHELMSFORD

THURSDAY 3 DECEMBER 2009 – BASILDON

HOW TO BOOK:

Fill out the form below and either:

Fax to: Louise Tedder at Wollastons on 01245 211293, or

Post to: Louise Tedder

Wollastons LLP, Brierly Place, New London Road, Chelmsford, CM2 0AP

Alternatively, please telephone 01245 211339 or email louise.tedder@wollastons.co.uk

Please reserve places for the following delegates at the seminar selected below:
(NB: Please write names clearly in full)

Tuesday 1 December 2009 : Hylands House, Chelmsford

Thursday 3 December 2009 : The Academy, Basildon

FIRST DELEGATE DETAILS

Mr/Mrs/Miss: Surname

First name

Job Title

Company

Address

Postcode

Email

Telephone

Fax

SECOND DELEGATE DETAILS

Mr/Mrs/Miss: Surname

First name

Job Title

Company If different from above

Address If different from above

Postcode

Email

Telephone

Fax

If booking more than two delegates or for both seminars, please photocopy this form as necessary. The seminar is free of charge but places are limited so early booking is advisable.

WOLLASTONS IS A LEADING REGIONAL COMMERCIAL LAW FIRM WITH A STRONG REPUTATION FOR ITS SPECIALIST EXPERTISE AND QUALITY OF SERVICE. THE FIRM ATTRACTS HIGH CALIBRE INDIVIDUALS, MANY FROM LEADING CITY FIRMS, AND HANDLES HIGH PROFILE AND COMPLEX WORK AT BOTH REGIONAL AND NATIONAL LEVEL.



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“WOLLASTONS IS THE CLEAR COUNTY LEADER, FIELDING A DYNAMIC CORPORATE AND COMMERCIAL PRACTICE THAT BENEFITS FROM SOME HIGHLY EXPERIENCED SPECIALISTS”

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Legal 500



“CITY-QUALITY SERVICE WITHOUT A CITY PRICE TAG”

Chambers UK



HYLANDS HOUSE

Hylands Park
London Road
Chelmsford
Essex CM2 8WQ



THE ACADEMY

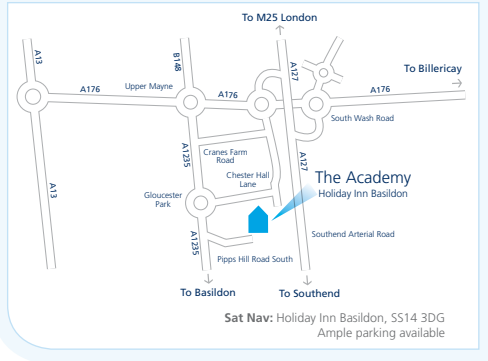
Holiday Inn Basildon
Cranes Farm Road
Basildon
Essex SS14 3DG



DIRECTIONS TO HYLANDS HOUSE

Hylands House is located just outside Chelmsford. Take junction 28 from the M25 onto the A12 and then exit at junction 15 to the A414, following the signposts for Hylands.

There are two road entrances from the A414 but please use the first one you will come to which is Entrance 1 on the left hand side. Drive up to the House and use the car park next to the House on the left.



DIRECTIONS TO THE ACADEMY

Leave the M25 at junction 29, follow the A127 towards Southend and turn off at the junction marked A176 Basildon/Billericay. At the first roundabout turn left and go straight across the next roundabout. Then turn left at the third roundabout and go straight across the fourth roundabout taking the left slip road and the hotel is on your left.

 **Wollastons**
CLEAR LEGAL ADVICE

Wollastons LLP
Brierly Place
New London Road
Chelmsford
Essex CM2 0AP

T 01245 211211
F 01245 354764
enquiries@wollastons.co.uk
www.wollastons.co.uk