



Protecting your brand online – Agenda

London – 26 April 2018

Time	Activity	Speakers
16:30	Registration and refreshments	
16:55	Welcome and introduction	Marc Shrimpling
17:00	The importance of brands to consumers and influencing consumer behaviour	John Noble
17:20	The key IP law aspects of protecting your brand online	Arty Rajendra
17:30	The key competition law aspect of protecting your brand online	Katherine Kirrage
17:40	Panel session	Chair: Marc Shrimpling Panelists: John Noble, Arty Rajendra, Sebastian Hack, Katherine Kirrage and Sarah Ford QC
18:30	Close, networking and refreshments	Marc Shrimpling



Panel session debating issues will include the following:

- a) Whether there should ever be an absolute right not to sell online (including with reference to the ongoing Ping litigation at the CAT)
 - b) The commercial rationale for restricting online sales – e.g. is the short term pain worth the long term gain?
 - c) Why has selective distribution become popular with luxury brands?
 - d) What are the limitations/pitfalls of selective distribution?
 - e) The emergence of restrictions on online marketplaces (including the ECJ's judgment in Coty and its emerging implications)
 - f) The increasing importance of online marketplaces
 - g) Whether "brand gating" might help manufacturers to protect their brands online
 - h) The impact of Brexit on this area
 - i) Audience questions
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