

A THREE DAY CONFERENCE

Trademarks and Marketing in the USSR

Tuesday 3rd to Thursday 5th April 1990
Moscow, USSR



WORLDWIDE INFORMATION

Soviet and East European Series

CCE Accreditation 10 points

This three day conference is to be held in association with the first exhibition devoted to Trademarks to be held in Moscow since "perestroika".

Speakers will address the full range of issues of a trademark nature likely to be encountered by Western firms considering trading with the Soviet Union or entering into a Joint Venture Agreement. In addition to speakers from the Soviet Union, the organisers have invited a number of experts from Yugoslavia, under the auspices of the Chamber of Commerce and Industry, and the West.

Industry Sponsors

The Soviet organisers of this conference have arranged for a number of companies to give short presentations. These include:

Association of Joint Ventures, International Unions and Organisations, Moscow
 Research and Production Amalgamation ROTOR, Cherkasi • Optical and Mechanical Amalgamation LOMO, Leningrad • Soviet-Italian Joint Venture HANTAREX • Moscow-Soviet-French-Italian Joint Venture INTERQUADRO, Moscow • Microbus Plant RAF, Eglava, Latvian SSR • State-Public Corporation BI-GAS-SI • Scientific and Technical Operation Co-operative OCEAN • ELECTROLUX (Sweden)

Business Meetings

Time has been set aside to give delegates an opportunity to meet with their Soviet counterparts. The organisers ask each delegate to this conference to enclose with their registration form a short description of their firm. A list in Russian and English can then be provided in the Conference Documentation.

Conference Organisers

Jurecon International Agency, Moscow

Worldwide Information. Publishers and organisers of conferences for the international finance, legal and business community.

Worldwide Information hosted a major conference in Moscow in November 1989 attended by approximately 300 delegates from the Soviet Union and the West. They have also recently published two volumes in their Business Studies in the USSR Series: Joint Ventures in the USSR and Practical Aspects of Trading with the USSR.

DAY ONE

- 9.00 REGISTRATION
- 10.00 CONFERENCE INTRODUCTION
- PLENARY SESSION: TRADEMARKS IN THE USSR**
- 10.15 SURVEY OF THE CURRENT SITUATION:
 Speaker: Svetlana A Gorlenko, Chief of Trademarks Department, Goskormizobreteni, USSR.
- 10.45 PRINCIPLE CLAUSES IN SOVIET LEGISLATION AND TRENDS OF ITS FUTURE DEVELOPMENT
 Speaker: Lidija P Salenko, Trademarks Department, Goskormizobreteni, USSR.
- 11.15 COFFEE
- 11.30 THE PRACTICE OF THE USSR NATIONAL PATENT OFFICE ON TRADEMARK MATTERS.
 Speaker: Alexander N Grigoriev, Deputy Chief, Trademarks Department, Goskormizobreteni, USSR.
- 12.00 TRADEMARKS IN THE ECONOMIC ACTIVITY OF SOVIET ENTERPRISE
 Speaker: Dr. Vladimir M Sergeev, Head of Section, Patent Department, Optical and Mechanical Amalgamation, LOMO, Leningrad, USSR.

DAY TWO

- PLENARY SESSION: LEGAL ASPECTS OF TRADEMARKS**
- 10.00 FUNCTIONS OF TRADEMARKS
 Speaker: Bozhidar Mitrovich, Director, Agency of Functional Selection, Belgrade, Yugoslavia.
- 10.20 PRINCIPLES OF LEGAL PROTECTION OF REGISTERED AND NON-REGISTERED TRADEMARKS
 Speaker: Slobodan Popovich, Patent Agent, Belgrade, Yugoslavia.
- 10.45 GENERAL PROCEDURE OF TRADEMARK REGISTRATION ACCORDING TO MADRID AGREEMENT PROTOCOL AS COMPARED WITH NATIONAL PRACTICE ON THE EUROPEAN TRADEMARK
 Speaker: Dr. Ian J Kaufman, Trademark Attorney, Member of the New York Bar, Ladas & Pary, New York, USA.
- 11.15 COFFEE
- 11.30 US TRADEMARKS LEGISLATION
 Speaker: Dr C. Berman, Patent Attorney, Sheldon & Mak, Los Angeles, USA.
- 11.55 TRANSFER OF TRADEMARK RIGHTS
 Speaker: Don Turner, Solicitor, Theodore Goddard & Co., President, Institute of Trade Mark Agents, London, England.
- 12.20 APPLICABLE LEGISLATION IN SOLVING DISPUTES ON INTERNATIONAL TRANSFERS ON TRADEMARK RIGHTS
 Speaker: Dr. Gasho Knezevich, Professor, Faculty of Law, Belgrade University, Belgrade, Yugoslavia.
- 12.40 TRADEMARKS IN INTERNATIONAL ARBITRATION PRACTICE
 Speaker: Dr. Radomir Drazovick, Chairman, Foreign Trade Arbitration Court of the Yugoslavian Chamber of Industry, Belgrade, Yugoslavia.
- 13.00 LUNCH

DAY THREE

- PLENARY SESSION: ECONOMIC AND ADVERTISING ASPECTS OF TRADEMARKS**
- 10.00 TRADEMARKS IN MARKETING
 Speaker: Ivan Stanilovich, Studio Marketing "Alliance", Belgrade, Yugoslavia.
- 10.25 TRADEMARKS IN COMPETITION IN THE SERVICE INDUSTRY
 Speaker: To be announced
- 10.50 THE IMPACT OF TRADEMARKS ON COMPETITION BETWEEN INDUSTRIAL PRODUCTS
 Speaker: Miss Elizabeth Crutchley, Head of International Trade Marks Department, Unilever PLC, London, England.
- 11.15 COFFEE
- 11.30 DISCUSSION AND QUESTIONS

12.30 NEW FORMS IN THE ORGANISATION OF COMPLEX SERVICES IN THE FIELD OF TRADEMARKS.

Speaker: **Dr. Evgenij A Arievich**, Deputy Director, Cooperative Agency, Intel, Moscow, USSR.

13.00 LUNCH**14.00 DISCUSSION AND QUESTIONS**

15.15 PRESENTATION OF SPONSOR PARTICIPANT: Research and Production Amalgamation, ROTOR, Cherkass, USSR.

15.45 TEA

16.00 PRESENTATIONS BY SPONSOR PARTICIPANT: Soviet-Italian Joint Venture 'HANTAREX', Moscow, USSR.

16.30 PRESENTATION BY SPONSOR PARTICIPANT: Soviet-French-Italian Joint Venture, INTERQUADRO, Moscow, USSR.

17.00 PRESENTATION BY SPONSOR PARTICIPANT: Microbus Plant, RAE Eglava, Latvinskaya, SSR.

17.30 CLOSE OF DAY'S PROCEEDINGS**19.00 COCKTAILS AND CONFERENCE DINNER****PLENARY SESSION: ECONOMIC AND ADVERTISING ASPECTS OF TRADEMARKS**

14.00 TRADEMARKS IN THE PHARMACEUTICAL INDUSTRY
Speaker: **Branislav Novakovich**, Pharmaceutical Law Firm: KRKA, Novo Mesto, Yugoslavia.

14.30 TRADEMARKS AND COPYRIGHT
Speaker: **Dr. Jeremy Phillips**, Director, Intellectual Property Publishing Ltd., London, England, Consulting Editor, *Trademark World*, *Patent World* and *Copyright World*.

14.45 DISCUSSION AND QUESTIONS**PLENARY SESSION: CREATIVE ASPECTS OF TRADEMARKS**

15.15 HOW TO CREATE A COMPETITIVE TRADEMARK
Speaker: **Fiona Gilmore**, Managing Director, Michael Peeters & Partners, London, England.

15.45 TEA

16.00 THE FIGURATIVE MARK AS A SYMBOL
Speaker: **Professor Milosh Chirich**, Academy of Art, Belgrade, Yugoslavia.

16.30 THE LINGUISTIC FEATURES OF WRITTEN TRADEMARKS
Speaker: **Dr Evgenij A Arievich**, Deputy Director, Cooperative Agency, Intel, Moscow, USSR.

16.50 VISUAL FEATURES OF TRADEMARKS
Speaker: **Vlado Cherkh**, Artistic Director, Belgrade TV, Belgrade, Yugoslavia.

17.10 DISCUSSION AND QUESTIONS**17.30 CLOSE OF DAY'S PROCEEDINGS****18.30 CULTURAL PROGRAMME****PLENARY SESSION: PSYCHOLOGICAL ASPECTS OF TRADEMARKS**

12.00 THE CORPORATE IMAGE
Speaker: **Svetlana Belich**, Studio Marketing 'Alliance', Belgrade, Yugoslavia.

12.30 CHOOSING A TRADEMARK
Speaker: **Bejan Gilgrevich**, Studio Marketing 'Alliance', Belgrade, Yugoslavia.

13.00 LUNCH

14.00 THE IMPACT OF TRADEMARKS ON THE DEVELOPMENT OF CONSUMER DEMAND. PSYCHOLOGICAL ASPECTS OF TRADEMARK PERCEPTION
Speaker: **John Murphy**, Managing Director, Interbrand Limited, London, England.

15.00 DISCUSSION AND QUESTIONS**15.45 TEA****16.00 PRESENTATION BY SPONSOR PARTICIPANTS****17.30 CLOSE OF CONFERENCE****REGISTRATION FORM****Trademarks and Marketing in the USSR**

Tuesday 3rd to Thursday 5th April 1990
Central House of Tourists, Moscow, USSR

OPTION 1 Monday 2nd to Friday 6th April 1990
4 nights hotel accommodation arranged by the organisers, all meals and refreshments, and attendance at the conference. £875

OPTION 2 Tuesday 3rd to Thursday 5th April 1990
No accommodation, attendance at the three day conference with associated meals and refreshments, and a Welcome Drinks Party and Buffet Supper on Monday 2nd April. £675

Ti: Worldwide Information,
c/o STBS, 1 Bedford Street, London WC2E 9PP
Telephone 01 386 9322 Fax 01-381 8914

Please register the following delegate(s) to this conference:

Title	Initials
Surname	
Position	
Option 1 @ £875	Option 2 @ £675
<input type="checkbox"/> CCE	
Title	Initials
Surname	
Position	
Option 1 @ £875	Option 2 @ £675
<input type="checkbox"/> CCE	
Firm/Organisation	
Type of Business	
Address	
Town	
County	
Postcode	
Country	
Tel No:	
Fax No:	
Telex No:	
Payment Method	
[Please make payable to Worldwide Information]	
<input type="checkbox"/> Cheque	<input type="checkbox"/> Money Order
<input type="checkbox"/> Visa	<input type="checkbox"/> Access/Mastercard
<input type="checkbox"/> American Express	
Account No	Expires
Signature	Date

An Admission Letter will be forwarded to each delegate with Accommodation and Visa details.

WORLDWIDE INFORMATION 90/070

Please amend label if incorrectly addressed

**NEGOTIATING AND IMPLEMENTING
JOINT VENTURES WITH THE USSR**
Wednesday 14th March to Friday 16th March, 1990

Hotel Bristol, Vienna, Austria

**THE BALTIC - OPPORTUNITIES AND
STRATEGIES FOR THE '90s**
Implications for Perestroika
on Multi-Lateral Trade and Investment
in association with The Baltic Research Unit,
Bradford University.
Thursday 29th and Friday March 30th, 1990

**LEISURE, CONSTRUCTION, AND
PROPERTY DEVELOPMENT
IN THE USSR**

In association with
Leisure Management Magazine
Wednesday 16th
and Thursday 17th May, 1990
Moscow, USSR
Optional trip to the Black Sea and site visit Friday 18th
to Monday 21st May, 1990

**WORLDWIDE INFORMATION'S SOVIET
AND EAST EUROPEAN LEGAL WEEK**

Module 1: Legal and Financial Aspects of Doing
Business with the Soviet Union and Eastern Europe
Monday 2nd July and Tuesday 3rd July, 1990

Module 2: Joint Ventures with the Soviet Union and
Eastern Europe
Wednesday 4th July and Thursday 5th of July, 1990

Module 3: Protecting Intellectual Property Rights in the
Soviet Union and Eastern Europe
Friday 6th of July, 1990

Forum Hotel, London, England

Please indicate if you would like to receive
further details.



WORLDWIDE INFORMATION

Publishers and organisers of conferences
for the international finance, law and
business community

ADMINISTRATIVE DETAILS

Language

The conference proceedings will be in English and
Russian with simultaneous translation.

Fees

OPTION 1 Monday 2nd to Friday 6th April 1990
4 nights hotel accommodation arranged by the
organisers, all meals and refreshments, and
attendance at the conference. £875

OPTION 2 Tuesday 3rd to Thursday 5th April 1990
No accommodation, attendance at the three day
conference with associated meals and refreshments,
and a Welcome Drinks Party and Buffet Supper on
Monday 2nd April. £675

Venue

Central House of Tourists, 146 Leninski Prospekt,
Moscow.
Tel: Moscow 438-5510 Fax: Moscow 420 2208

Travel Arrangements

Delegates will be responsible for their own travel
arrangements to and from Moscow.
The organisers can arrange accommodation until
Sunday morning for those wishing to take advantage
of special airfares.

Visas

Visas will be issued in delegates own country of
residence but Worldwide Information will provide the
supporting documentation with acknowledgment of
registration.

Registration

Please complete the attached registration form and
send it to the London address listed under the
heading Administration:
- by mail with a cheque
- by Fax with a credit card number
An Admission letter and a Formal Invitation to the
Conference will then be forwarded to you with your
visa application forms.

Refunds

Refunds, less a cancellation charge, will be made for
cancellations received in writing not later than
fourteen days before the conference. The organisation
reserves the right to make changes to the programme
should the need arise.

Law Society

Compulsory Continuing Education

This conference qualifies for 10 points at Grades E
and U.

Business Negotiations

Worldwide Information asks each company sending a
representative to this conference to enclose a short
company description with their registration form.
This will allow Worldwide Information to expedite
meetings between Soviet and Western delegates.
The organisers will be able to provide delegates with a list
in Russian and English of all the participating
companies and their functions.

Worldwide Information is also able to provide the
service of business card translation. If you would like
your business card in Cyrillic then please enclose one
of your present cards and specify the number
required.

Administration

WORLDWIDE INFORMATION
c/o STBS, 1 Bedford Street, London, WC2E 9PP
Telephone: 01-386-9322 Fax: 01-381-8914

WORLDWIDE INFORMATION are Publishers and
Organisers of Conferences for the international
finance, legal, and business community. For further
details about WWI please contact us on London 01-
386-9322/3 (Telephone) or 01-381-8914 (fax)