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LONDON PROGRAMME:

INTERNATIONAL TRADEMARK LAW MASTERCLASS: STRATEGY, PROTECTION & ENFORCEMENT



PRESENTED BY:

ROSEMARY CARDAS (CTMA)

CHARTERED TRADE MARK ATTORNEY
UK DESIGN ATTORNEY

emg ASSOCIATES

Where Knowledge becomes Confidence

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INTERNATIONAL TRADEMARK LAW MASTERCLASS: STRATEGY, PROTECTION & ENFORCEMENT

Presented by

Chartered Trade Mark Attorney - UK Design Attorney

The Welbeck Hotel
57-59 Welbeck St
London W1G 9BL

MONDAY – FRIDAY

09:30AM TO 14:30PM

£4500

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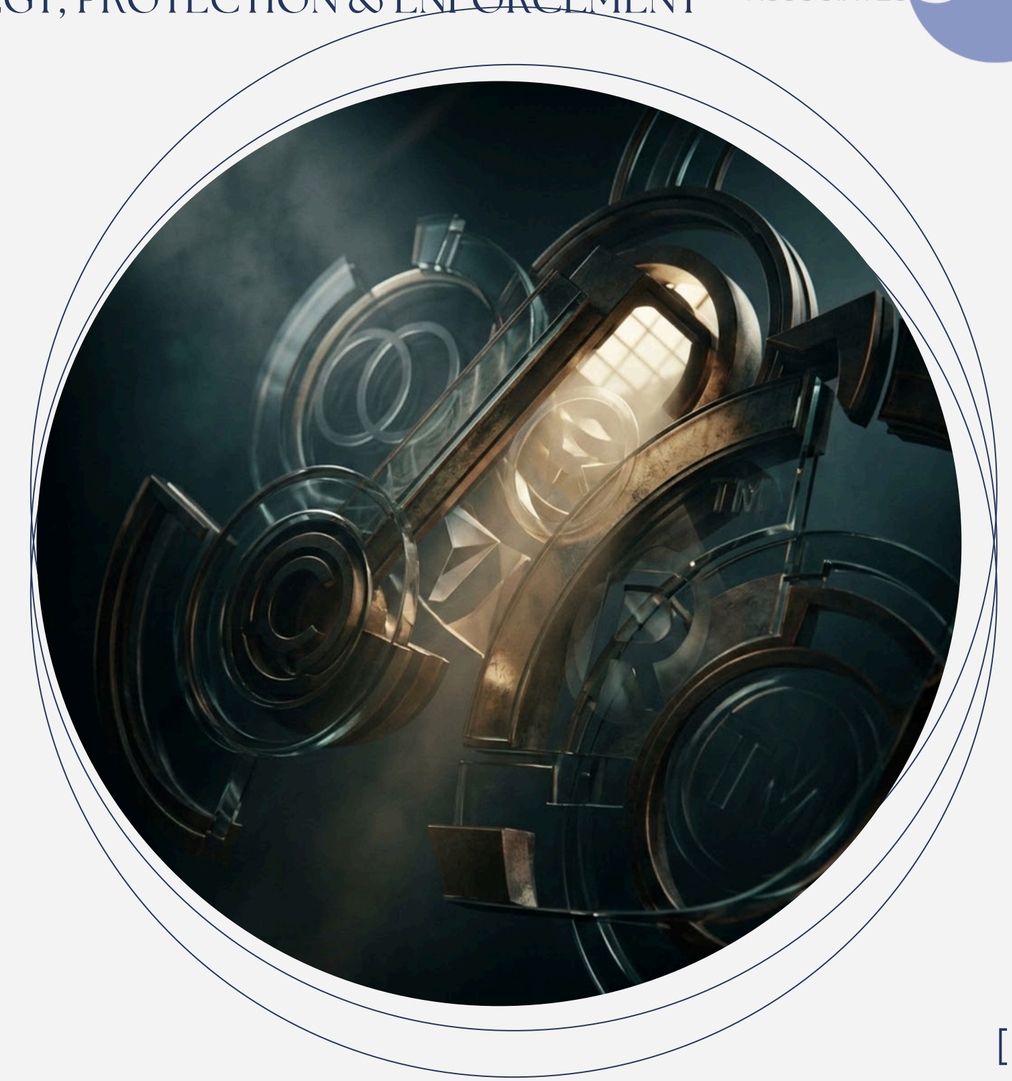
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A company builds a successful brand over years. It expands internationally only to discover that a competitor has registered a similar mark in a key market or is trading under a confusingly similar name online. Sales are disrupted. Distribution is blocked. Litigation becomes urgent. The value of the brand is suddenly at risk.

These situations are not rare. They are commercial realities.
In today's global and digital marketplace, trademarks are often a business's most valuable asset. Poor filing strategy, weak protection, or delayed enforcement can result in costly disputes, reputational damage, and loss of market position.

The International Trademark Law Masterclass, delivered by a prominent London-based Trademark Attorney, is an intensive five-day programme focused primarily on trademark law, strategy, and enforcement. While providing brief contextual insight into other intellectual property rights, the programme centres on trademarks as the cornerstone of commercial brand protection.
For legal professionals advising businesses in domestic and international markets, this is essential expertise. In a competitive global economy, effective trademark strategy is not optional it is critical.



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Day 01

Foundations of Trademark Protection

Focus: Understanding how trademarks function as commercial assets and what makes a mark legally protectable.

- The commercial purpose and value of trademarks
- Distinctiveness and absolute grounds for refusal
- Types of trademarks (word, logo, shape, colour, non-traditional marks)
- Overview of the UK trademark framework
- Legal requirements for registrability
- Introduction to international protection systems

Practical Work: **Participants discuss what can and cannot be protected, and why early strategic decisions matter.**

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Day 02

Registration Strategy & International Filing

Focus: Developing effective national and international filing strategies to secure strong and enforceable protection.

- The UK registration process
- Relative grounds for refusal
- Clearance searches and risk analysis
- Opposition proceedings
- Drafting specifications of goods and services
- The Madrid System and international filing strategy and EU and cross-border considerations

Practical Work: **Group discussions on strategic filing decisions that prevent costly disputes later.**



Day 03

Trademark Infringement & Passing Off

Focus: Identifying infringement risks and applying the likelihood of confusion test with confidence.

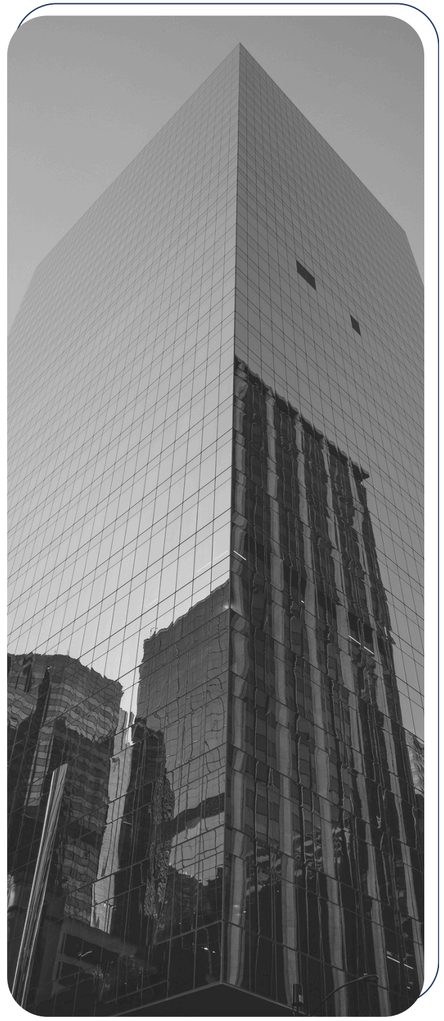
- What constitutes trademark infringement
- Passing off claims
- Likelihood of confusion analysis
- Online infringement and domain name disputes
- Similarity of marks and goods/services
- Practical risk assessment

Practical Work: Participants examine real-world dispute scenarios and analyse enforcement options from both claimant and defendant perspectives.

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Day 04

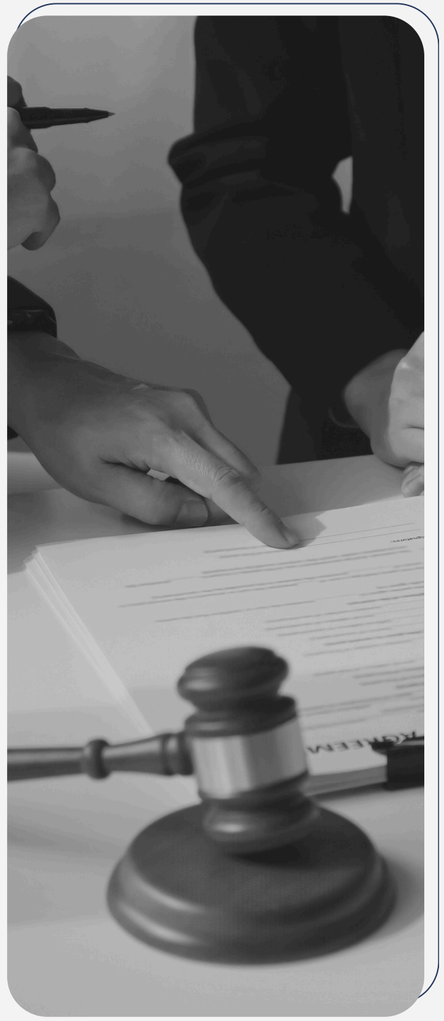
Enforcement, Litigation & Commercial Remedies

Focus: Managing disputes strategically to protect brand value and commercial position.

- Pre-action strategy and cease-and-desist communications
- Civil remedies and damages
- Interim injunctions
- Settlement and negotiation strategy
- Evidence in trademark disputes
- Cross-border enforcement considerations

Practical Work: Group discussions on protecting commercial interests when disputes arise.

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Day 05

Brand Management & The Wider IP Context

Focus: Integrating trademark strategy into long-term brand management while understanding the complementary role of other intellectual property rights.

- Licensing and assignment of trademarks
- Co-existence agreements
- Portfolio management
- Monitoring and maintaining registrations
- Overview insight: Copyright
- Overview insight: Patents
- Overview insight: Design rights
- Coordinating trademark strategy with broader IP protection

Practical Work: The programme concludes with an integrated brand protection workshop and expert discussion led by the presenting Trademark Attorney.

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Learning Outcome

By the end of the course, participants will be able to:

- Assess whether a sign is capable of trademark protection and evaluate registrability risks.
- Develop effective national and international trademark filing strategies.
- Analyse likelihood of confusion and identify potential infringement risks.
- Advise on enforcement options, including opposition, litigation, and settlement strategy.
- Structure trademark licensing, assignment, and portfolio management arrangements.
- Understand how trademarks interact with other intellectual property rights within a broader brand protection strategy.



Our Training Strategy

is based on personalised learning, where we aim to develop the competence of every delegate by actively engaging them in the course.

EMG Associates' Presenter:

Having started her career in 1986 with an established trade mark and patent attorney firm, Rosemary Cardas joined David Keltie in founding David Keltie Associates, now Keltie in 1988, becoming a partner in 1994. She is a Chartered Trade Mark Attorney and Member of the Chartered Institute of Trade Mark Attorneys.

Rosemary deals primarily with trade marks representing some of the UK's best known brands. Her full and varied workload includes advising clients on strategic management of international portfolios, negotiations, advocacy work at trade mark hearings, UK and International trade mark clearance searching, due diligence, preparation of evidence, advising clients on the law of infringement and passing off and dealing with contentious issues such as the filing and defending of opposition, invalidation and revocation proceedings and handling appeals. She also advises clients on copyright matters.

Rosemary is also highly knowledgeable in trade mark law and practice outside the UK and advises clients from around the world acting for many well-known companies of international repute, but also enjoys advising start-ups on IP strategy and being involved in the growth of start-ups to established businesses. Her client base particularly includes the automotive, pharmaceutical, insurance, wine, financial trading and food sectors.

Accreditation:

EMG Associates (UK) Limited is an accredited training provider of the Government of Dubai Legal Affairs Department (GLAD), under the Continuing Legal Professional Development (CLPD) Programme (Provider Code: BB18).

Eligible EMG programmes, where accredited by the Department, may qualify for CLPD points for registered Dubai legal consultants, subject to the applicable programme requirements.

Our programmes are also designed to support the continuing professional development and competence of legal professionals, including solicitors regulated by the Solicitors Regulation Authority (SRA) in England and Wales, in accordance with their individual professional development obligations.

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