Advanced Trademark Law Annual Review 2015

March 24, 2015

Speaking Engagement

PLI New York Center
1177 Avenue of the Americas
(2nd floor), entrance on 45th Street
New York, New York 10036

Presented by: Practising Law Institute

This advanced level program will provide an up-to-the-minute review of current trends and case law impacting the practice of trademark law today. Essential for corporate and law firm attorneys who specialize in, or often find themselves involved in, trademark law, this program brings together an outstanding faculty of practitioners and industry experts who will provide current information on the most recent developments in trademark law and practice. This program pays special attention to presenting topics emphasizing practical skills.

You will learn:

- Overview of important 2014-2015 trademark decisions
- Tacking, abandonment, excusable non-use/residual goodwill
- Quality control and trademark policing
- ICANN Update: Controversies involving the new gTLD rollout, WHOIS, and the UDRP
- Special issues concerning trademarks and franchising
- Trademark protection in the medical marijuana industry

Join GPM attorney's Sheldon Klein, as the co-chair of the Advanced Trademark Law Annual Review, and Peter Klarfeld, as a trademark and franchise speaker, during the event at the times listed below and be sure to view the full schedule of topics and speakers here.

Introduction - 9:00 a.m.
Speakers: Kieran G. Doyle and Sheldon H. Klein, co-chairs

Trademarks and Franchising - 3:00 p.m.

Speaker: Peter J. Klarfeld, attorney

- When does a trademark license become a franchise and why does it matter?
- Does a franchisee's commission of a tort while operating under a franchisor's trademark render the franchisor vicariously liable?
- Can a franchisor's trademark license be the "tying product" in an antitrust tie-in claim?
- After *eBay, Inc. v. MercExchange, LLC*, can a terminated franchisee's continued use of the franchisor's trademark still be presumed to create irreparable harm warranting injunctive relief?
- Does a franchisee's failure to comply with the system standards established by its franchisor constitute trademark infringement?