

THE TRADEMARK DAY - THURSDAY 24 JANUARY 2019

08:30 REGISTRATION AND COFFEE

09:00 THE MODERATORS OPEN THE CONFERENCE

Mats Lundberg, Managing Director, Groth & Co
Karin Crafoord, Partner and Attorney at Law, Groth & Co

09:10 LISEBERG – FROM AN AMUSEMENT RIDE TO A PLACE OF EXPERIENCE

Robert Arvidsson, Head of Marketing, Liseberg

09:40 DIGITAL AND MARKETING TRENDS FROM A LAW PERSPECTIVE

ENG

Paul D. McGrady, Partner, Winston & Strawn LLP

**10:10 CRISIS MANAGEMENT BEHIND THE SCENES – HOW TO PROTECT A BRAND
IN A MEDIA STORM**

Hampus Knutsson, Senior Consultant, Prime and former Head of Communication, Moderaterna

10:40 COFFEE BREAK

11:10 EPIDEMIC SOUND - THE JOURNEY OF A GREAT TUNE

ENG

Oscar "Pigge" Höglund, Co-founder and CEO, Epidemic Sound

11:40 COOP – KEEPING FOCUS ON THE MAIN TRADEMARK

Pia Carlsson Thörnqvist, Head of Trademark and Organization, Kooperativa Förbundet (KF)

12:10 THE SIGNUM™ AWARD

- The Nordic company who best manages and develops its brand

Nominations presented by *Christer Löfgren, Editor in Chief, BrandNews*
Awarded by the chairman of the jury *Ulf Bernitz, Professor European Law, Stockholm University*

For more information please visit www.signumpriset.se

12:30 LUNCH

13:30 PANEL DISCUSSION – HOW TO USE HISTORY IN YOUR MARKETING

Moderator:

Anders Sjöman, Head of Communication, Centre for Business History (Centrum för Näringslivshistoria)

Panelists:

Niklas Carlsson, Head of Communication, Clas Ohlson

Robert Arvidsson, Head of Marketing, Liseberg

Lovisa Kragerud, Archivist & Chief Storyteller, The Absolut Company

Viktor Backemar, Marketing Director, Groth & Co

14:00 THE TRANSFORMATION OF RETAIL CHAIN INDISKA – FROM CRISIS TO SUCCESS

Karin Lindahl, CEO, Indiska

14:30 MISSING PEOPLE – MAINTAINING CREDIBILITY DESPITE FRAUD

Magnus Idebö, Chairman, Missing People

15:00 COFFEE BREAK

15:30-16:50 CHOOSE BETWEEN **POOL A, B OR C**

POOL A - LEGAL

Moderator: **Niklas Sandell**, Attorney at Law, Groth & Co

15:30 COPYRIGHT'S IMPACTS ON DIGITAL DEVELOPMENT

Sanna Wolk, Professor of Intellectual Property Law and Chairman of IMK, Uppsala University

16:10 TRADEMARK CASE LAW

Niklas Sandell, Attorney at Law, Groth & Co

POOL B - BRANDING

Moderator: *Viktor Backemar, Head of Marketing, Groth & Co*

15:30 ABSOLUT. FROM RECIPE TO CONCEPT - TO BUILD SUCCESS WITH STORYTELLING

Lovisa Kragerud, Archivist & Chief Storyteller, The Absolut Company

16:00 HOW TO SUCCEED WITH EXPERIENTIAL MARKETING

Paul Little, Creative Director, JCP

16:30 HOW TO CREATE A BUSINESS DRIVEN PODCAST

Lars Carlén, Podcast Producer and Podcast Strategist, Tonträff

POOL C - DIGITAL STRATEGIES

Moderator: *Karin Crafoord, Partner and Attorney at Law, Groth & Co*

15:30 INTERNET ENFORCEMENT AFTER GDPR - AN AMERICAN PERSPECTIVE

Paul D. McGrady, Partner, Winston & Strawn LLP

16:10 LEGAL ISSUES AND INFLUENCER MARKETING

Karin Crafoord, Partner and Attorney at Law, Groth & Co

16:45 REASSEMBLY IN THE MAIN CONFERENCE ROOM

16:50

KEYNOTE SPEAKER - SUCCESSFUL COMMUNICATION AND BUILDING TRADEMARKS

Niklas Bergh, Specialist in Communication and Branding

**17:20 THE MODERATORS TO SUMMARISE VARUMÄRKESDAGEN[®]
WITH SUBSEQUENT NETWORK MINGLE**

18:30 CONFERENCE DINNER AT ERIK'S GONDOLAN, STOCKHOLM

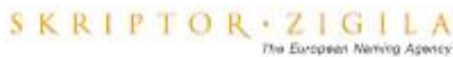
To be booked separately.

Founder and organizer:



Groth & Co has been creating and optimizing intellectual property since 1869 which makes us Scandinavia's oldest company in the industry. Back then we were a patent agency. Today we are a modern IP law firm offering personal advice in all areas. We have experts in patents, trademarks, designs, domain names, copyright, process & litigation, watching and name creation. By continuously developing new services, we strive to strengthen our clients' positions.

Partners:



IN-DEPTH SESSIONS 1, 2 & 3 - FRIDAY 25 JANUARY

SESSION 1

- TRENDS AND DEVELOPMENT IN TRADEMARK LAW

Karin Crafoord, Attorney at Lay, Groth & Co
Niklas Sandell, Attorney at Lay, Groth & Co

SESSION 2

- CREATING A PODECAST FOR YOUR BRAND - HOW TO SUCCEED WITH CONTENT AND DISTRIBUTION

Lars Carlén, Podcast Producer and Podcast Strategist, Tonträff

SESSION 3

- HISTORY MARKETING – HOW TO USE YOUR OWN COMPANY’S HISTORY

Anders Sjöman, Head of Communication, Centre for Business History (Centrum för Näringslivshistoria)

SCHEDULE FOR IN-DEPTH SESSIONS 1,2 & 3

08:30 Registration
09:00 Start of training session
10:30 Coffee break
12:00 End of training session

The Trademark Day – **Varumärkesdagen**[®] – is a major Nordic meeting place for everyone in the trademark community. New trends, new perspectives as well as legal aspects and its interaction are presented. These aspects are prerequisites for value creation of brands. The Trademark Day is an annual event and was founded by Groth & Co in 1991.

OPTIONS & PRICELIST

| | 1 st Attendee | Additional attendees*) |
|-------------------------------|--------------------------|------------------------|
| Conference**) (Thursday) | 7490 kr | 5490 kr |
| Conference + in-depth session | 9680 kr | 6990 kr |
| In-depth session only | 3690 kr | 2790 kr |
| Dinner | 750 kr | 750 kr |
| Documentation only | 2990 kr | 2990 kr |

*) When attendee register additional persons at the same occasion, they will receive the lower price.

**) At the conference, the afternoon’s “pools”, lunch and coffee are included.