

THE TRADEMARK DAY - THURSDAY 2 JUNE 2022

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 TRENDS AND CHANGES IN PURCHASING BEHAVIOR

Sofia Norén, Business Owner Partnerships & Future Retail, Swish

09:40 BUILDING A GLOBAL LEADING BRAND ON DESIGN, TECHNOLOGY AND SUSTAINABILITY

Konrad Bergström, Chairman & Founder, X Shore

10:10 YOUR HISTORY IS YOUR BRAND!

Anders Sjöman, Communications Manager, Centre for Business History

10:40 COFFEE BREAK

11:10 STRATEGIES AND CHALLENGES WITH BRAND WORK IN THE NEW RE-REGULATED GAMBLING MARKET

Lena Lassenius, General Counsel, Svenska Spel

11:40 THE JOURNEY TOWARDS CHANGEING THE GLOBAL AND CIRCULAR FASHION INDUSTRY

Harald Cavalli Björkman, CGO, Renewcell

12:10 THE SIGNUM™ AWARD

- The Nordic company who best manages and develops its brand

Ulf Bernitz, Professor European Law, Stockholm University

Gunnar Berenmark, Brand Designer

For more information please visit www.signumpriset.se

12:30 LUNCH

13:30 THE WORLD IN 2030: WELCOME TO THE INTERNET OF SENSES!

ENG

Sara Thorson, Head of Concept Development, Ericsson Consumer & IndustryLab

14:00 LIDL! HOW WE ESTABLISH, POSITION AND DEVELOP THE BRAND IN SWEDEN

Bella Goldman, Brand CSR and Communications Director, Lidl

14:30 COFFEE BREAK

15:00-16:30 CHOOSE BETWEEN **POOL A OR **B****

POOL A – LEGAL

15:00 STRATEGIC TRADEMARK MANAGEMENT IN-HOUSE

Sara Thulin, Trademark Counsel, Husqvarna

15:45 CASES AND PRACTICE IN BRAND LAW

Magnus Henning, Attorney at Law, Groth & Co

POOL B – BRANDING & DIGITAL

15:00 TALK ABOUT THE BUSINESS EFFECTS OF THE BRAND

Mats Rönne, Owner, OffPist Management

15:30 HOW HAS IQ SUCCEEDED IN A SENSITIVE SUBJECT?

Åsa Markén, Brand Strategist, IQ

16:00 CYBER RISK AND DIGITAL SECURITY – WHY IT SHOULD MATTER TO YOU AND YOUR CUSTOMERS!

ENG

*Patrick Hauss, Deputy General Manager, CSC Global
Lan Huang, Cyber Security Product Manager, CSC Global*

16:30 REASSEMBLY IN THE MAIN CONFERENCE ROOM

16:30 HOW TO DEVELOP AND BUILD THE PERSONAL BRAND IN SPORTS

Urban Stamming, Manager, Media Sport Group, One Innovation

17:10 THE MODERATORS TO SUMMARISE VARUMÄRKESDAGEN[®] WITH SUBSEQUENT NETWORK MINGLE

18:30 CONFERENCE DINNER, 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:

SKRIPTOR · ZIGILA
The European Naming Agency

IP : Station
SECURED ADMINISTRATION

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.



www.varumarkesdagen.se #varumarkesdagen

OPTIONS & PRICELIST

	1 st Attendee	2-3 attendees*	4+ attendees*
Conference**)	7.490 SEK	5.490 SEK	3.490 SEK
Dinner	750 SEK	750 SEK	750 SEK

Early bird! Book before November 26 and get **800 SEK off** the conference fee! ***

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

***) At the conference, the afternoon's "pools", lunch and coffee are included.

***) The early bird offer cannot be combined with any other offers and does not include accompanying attendees.