

THE TRADEMARK DAY - THURSDAY 9 MARCH 2023

08:00 REGISTRATION AND COFFEE

08:30 THE MODERATORS OPEN THE CONFERENCE

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

08:40 TRENDS AND CHANGES IN PURCHASING BEHAVIOR IN CRISIS AND DIGITALIZATION

Jonas Colliander, Researcher, Center for Retailing, Stockholm School of Economics

**09:10 GREENWASHING AND MISLEADING ENVIRONMENTAL ARGUMENTS – WHY ARE THE
CONDEMNED INCREASING AT THE SWEDISH ADVERTISING OMBUDSMAN?**

Elisabeth Trotzig, Advertising Ombudsman, The Swedish Advertising Ombudsman

09:40 BUILDING STRONG BRANDS AND THE IMPORTANCE OF INNOVATION AND LEADERSHIP

Rosie Kropp, Vice President, Head of Global Brand Marketing, Ericsson

**10:10 RENAISSANCE OF GARBAGE! FROM HISTORICALLY WASTE TO ENVIRONMENTAL HARD
CURRENCY**

Johanna Ragnartz, CEO, Håll Sverige Rent

10:40 COFFEE BREAK

**11:10 THE COLLISION BETWEEN TRADEMARK RIGHTS AND FREE SPEECH UNDER THE FIRST
AMENDMENT**

Steven J. Wadyka, Jr., Shareholder, Greenberg Traurig, LLP

ENG

11:40 PROTECTING YOUR BRAND

Peter Strömbäck, Director-General, PRV Swedish Intellectual Property Office

12:00 THE SIGNUM™ AWARD 2023

- The Nordic company who best manages and develops its brand.
The nominees and the winner are presented.

Jan Rosén, Professor Civil Law, Stockholm University, chairman of the jury
Gunnar Berenmark, Brand Designer, secretary of the jury

For more information please visit www.signumpriset.se

12:20 LUNCH

13:20 SAS - FROM AIR POCKETS AND PANDEMIC TO NEW GOALS

Karin Nyman, Vice President Brand & Communications, SAS

13:50 HOW TO PROTECT YOUR BRAND – AND IS IT WORTH IT?

Kirsi Ekström, Director, IPR & Trademarks, Telia Company

14:30 COFFEE BREAK

14:50-16:40 CHOOSE BETWEEN POOL A OR B

POOL A – LEGAL

EU PERSPECTIVE:

14:50 WHAT HAPPENS WHEN YOU RECYCLE OR RESELL PRODUCTS WITH A WELL-KNOWN BRAND?

Max Oker-Blom, ekon.dr, jur.lic. Affiliated Researcher, Hanken School of Economics

ENG

US PERSPECTIVE:

14:50 UPCYCLING AND RESALE IN THE WORLD OF FASHION – INTELLECTUAL PROPERTY AND EXHAUSTION OF RIGHTS IN THE UNITED STATES

Steven J. Wadyka, Jr., Shareholder, Greenberg Traurig, LLP

ENG

DISCUSSION:

16:10 U.S. AND THE EU, DIFFERENCES AND SIMILARITIES – LAW AND PRACTICE

ENG

*Max Oker-Blom, ekon.dr, jur.lic. Affiliated Researcher, Hanken School of Economics
Steven J. Wadyka, Jr., Shareholder, Greenberg Traurig, LLP*

16:20 CASES AND PRACTICE IN BRAND LAW

Magnus Henning, Attorney at Law, Groth & Co

POOL B - BRANDING

14:50 HOW THE BRAND VOLVO ON DEMAND WAS BUILT FROM SCRATCH

Madeleine Lassoued, Head of Marketing, Volvo Car Mobility

15:20 BUILDING A GLOBAL BRAND WITH A SUSTAINABLE PURPOSE

ENG

Maija Tahvanainen, Vice President Group Brand, Stora Enso

15:50 WHAT WILL THE GROCERY STORE OF THE FUTURE LOOK LIKE?

Ann-Katrin Tottie, Director Brand & Insight, ICA Gruppen

16:20 BEING CREATIVE IN TIMES OF CRISIS - ELITE HOTEL'S CRUCIAL DECISION

Ida Schinkler, Growth Marketing and Social Media Manager, Elite Hotels of Sweden

16:50

CLOSING SPEAKER

SWEDEN'S POLITICAL LANDSCAPE – DOES THE MAP MATCH THE TERRAIN?

Katarina Barrling, Docent in Political Science, Uppsala University

17:20 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.

Partner:

SKRIPTOR • ZIGILA
The European Naming Agency

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

	1st Attendee	2-3 attendees*	4+ attendees*
Conference**)	7.890 SEK	5.990 SEK	3.990 SEK
Dinner	875 SEK	875 SEK	875 SEK

Early bird! Book before December 24 and get **900 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.