IPI Academy

MANAGEMENT forum




*Presented by*
**Management Forum**

# Successfully Navigating Trade Mark Disputes: Tactics and Remedies

**14 April 27**
+ 14 October 27

Prevent and resolve trade mark conflicts with expert insights. Practical guidance on dispute triggers, response strategies and remedies for IP professionals and businesses.

**Format:**
Live online

**CPD:**
3.5 hours for your records

Certificate of completion

# Course overview

**Trade mark disputes can arise quickly and unexpectedly - objections, oppositions, and challenges are part of the registration landscape.** This focused training course offers a clear, practical guide to understanding how trade mark disputes arise, what they look like at different stages of the process, and how you can respond effectively.

Participants will explore the key phases of a trade mark dispute, including pre-action considerations, hearings and appeals. The training course will also cover the possible outcomes and how they're determined, and remedies available, while offering practical strategies for reducing risk and avoiding disputes in the first place.

Whether you're managing your own trade marks or advising clients, the expert speaker will give you a practical, accessible overview of the dispute process and the confidence to navigate proceedings with clarity and control.

## Benefits of attending

By attending this training course, you will:

- **Understand** the common triggers for trade mark disputes, including oppositions, invalidity action and revocations
- **Learn** about the structure and stages of a trade mark dispute
- **Recognise** the key procedural steps and timelines
- **Evaluate** the potential outcomes and remedies
- **Get to grips** with tactics to avoid or minimise disputes

## Who should attend?

This training course has been specialliy designed for:

- In-house lawyers
- Trade mark and IP lawyers
- IP legal professionals
- R&D managers
- Business development and commercial teams

# Programme

**How does a dispute arise?**

- Confusion
- Ignoring allegations
- "Passing off"

**What does a dispute look like?**

- Cease and desist
- Opposition
- Key procedure steps
- Timelines

**Stages of a dispute**

- Pre-action
  - Negotiation
  - Mediation
- Hearing
  - Ex parte
  - Inter parte
  - Court action
- Appeal

**Outcomes of a dispute?**

- Groundless threats
- Loss of trade mark
- Damages and remedies
- Co-existence

**How to avoid disputes?**

- Clearance searches
- Limited goods and services
- Approach third party about potential issues
- Watch services

# Presenter



**JoAnna Emery**

**JoAnna Emery**, CLAS, F.Inst.Pa, is Project Manager, Intellectual Property at atai Life Sciences. Previously, JoAnna was Senior Intellectual Property Paralegal for Cambridge Mechatronics Limited
where she was responsible for aiding in the management and growth of the patent portfolio. Prior to that she was the Head of and Director for Pure Ideas Limited where she managed the strategy, P&L, KPIs and intellectual property operations of the firm.

JoAnna has over 27 years experience in intellectual property in both the US and England. She holds an Associate and Bachelor's degree in Paralegal Studies from Rivier College.

# Course dates

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|---|---|---|
| **14 April 27** | **Live online**<br>13:00-17:00 **UK (London)** (UTC+01)<br>*Course code 17230* | GBP **350** ~~400~~<br>EUR **490** ~~560~~<br>USD **562** ~~640~~<br>**Until 17 Feb** |
| **14 October 27** | **Live online**<br>13:00-17:00 **UK (London)** (UTC+01)<br>*Course code 17415* | GBP **350** ~~400~~<br>EUR **490** ~~560~~<br>USD **562** ~~640~~<br>**Until 19 Aug** |

## How to book

**Online:**
ipi.academy/2677

Alternatively contact us to book, or if you have any queries:

**Email:**
info@ipiacademy.com

**Phone:**
+44 (0)20 7749 4749

## Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

## Further information

**Fee**
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

**Please note**
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

**Terms and conditions**
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

## Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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