



## Global IP and New Interfaces Programme Helsinki, FINLAND 16.-17.4.2010

### Friday 16 April 2010

- 12.30 – 13.30 Lunch
- 13.30 – 13.45 Opening of the Conference  
*Professor Niklas Bruun, IPR University Center*
- 13.45 – 14.30 Unitary Marks on Fragmented Markets? System Competition  
between the CTM and National Trade Mark Law  
*Professor Annette Kur, Max Planck Institute for  
Intellectual Property Law, Germany*
- 14.45 – 15.30 Collectivization of Rights: The Way Forward or the Road to Hell?  
*Professor Jens Schovsbo, University of Copenhagen, Denmark*
- 15.30 – 16.00 Coffee
- 16.00 – 16.45 Trade Marks and Free Speech – Interfaces between  
Trade Mark Law and European Constitutional Law  
*Professor Ansgar Ohly, University of Bayreuth, Germany*
- 17.00 – 17.45 Three-Step Test & European Economic Constitutional Law  
*Tuomas Mylly, Senior Lecturer, University of Turku, Finland*
- 19.30 Conference dinner at the restaurant Kulosaaren Casino.  
Bus transportation between the hotel and the restaurant.

### Saturday 17 April 2010

- Workshops
- 9.30-10.15 The Law and Economics of Trademarks: Product Differentiation,  
Market Power and New Directions in Antitrust  
*Sean Morris, Researcher, University of Helsinki*
- 10.30-11.15 Geographical Indications within TRIPS and  
Intellectual Property Rights in Developing Countries  
*Daniel Acquah, Researcher, University of Turku*
- 11.15-12.00 Pharmaceutical Patents in Brazil  
*Dhanay Cadillo Chandler, Researcher, Hanken School of Economics*
- 12.00 – 12.30 Summary and Closing of the Conference
- 12.30 Lunch