



ACG SPRING CONFERENCE 2008

... joining up the dots ...



7 - 8 May, The Oxford Belfry, Nr Oxford, UK

Wednesday 7 May

**WELCOME DRINKS RECEPTION &
PRE-CONFERENCE DINNER**

13.30 ACG Council only - lunch & meeting

19.15 WELCOME DRINKS RECEPTION

20.00 EVE OF CONFERENCE DINNER

Thursday 8 May

**ACG SPRING CONFERENCE
... joining up the dots ...**

From **08.30 REGISTRATION & COFFEE**

09.00 ACG ANNUAL GENERAL MEETING
(ACG members only)

09.30 WELCOME
Graeme Woodcock, Pernod Ricard/ACG Chair

09.35 SESSION 1 ... THE ENFORCERS ...

*Session Chair:
Graeme Woodcock, Pernod Ricard and ACG Council Chair*

BRYAN LEWIN

Northamptonshire TS; Chairman, Trading Standards Institute

GILES YORK

*South Wales Police Assistant Chief Constable and
new IP lead Association of Chief Police Officers*

Following the Gowers Review report in late 2006, there has been a flurry of consultations and policy developments relating to IPR enforcement. Local government seems to be under constant review, as does the role of enforcement agencies. Our first session will look at how two of the main agencies are organising themselves to deliver the service expected of them, and what they need from brand owners to function effectively.

**10.30 QUESTIONS &
NETWORKING COFFEE BREAK**

11.00 SESSION 2 ... THE PROTECTORS ...

Session Chair: Nick Kounoupas, MCPS-PRS and ACG Director

ED QUILTY

Director, Copyright & IP Enforcement, UKIPO

... in session with ...

LAVINIA CAREY & SUSIE WINTER

Alliance Against Intellectual Property Theft

11.40 ... THE RIGHTS OWNER ...

RACHAEL PARMAN, Jimmy Choo, Chloe

12.00 ... THE INVESTIGATOR ...

Brandjacking on the Internet
CHARLIE ABRAHAMS, MarkMonitor

The dots should start joining up by the middle of our second session! More major players on the IP crime scene will assess the challenges of the last few years and take a view on likely developments in the next decade or so, in the Alliance's 10th anniversary year. An ACG member's experience of the issues from a brand owner's perspective will follow. Finally we set the scene for the afternoon, and complete the picture for this session, with the latest results from MarkMonitor's 'Brandjacking' surveys, identifying the nature and extent of attacks on brands in cyberspace.

**12.30 QUESTIONS & ACG AWARDS
NETWORKING LUNCH**

**14.15 SPECIAL SESSION:
... IPR ENFORCEMENT ON THE INTERNET ...
... TOWARDS BEST PRACTICE ...**

Session Chair: Ian Shircore, Envisional

Our panel this afternoon will reveal current strategies for tackling the greatest challenge now facing rights holders, and will suggest ways to achieve effective collaboration with law enforcement.

The threat of online abuse:
ROBERT WHITE & MICHAEL KEOGH *BP plc*
DS STEPHEN TRUICK

Police Central e-crime Unit Metropolitan Police

NETWISE-Trading Standards Internet Project:

HANDLEY BRUSTAD *Cardiff CC Trading Standards*

LEE JONES *Bridgend CC Trading Standards*

PAT BEARDMORE *Fulcrum Data Forensics*

An ideal scenario ...

JIM BOOCOCK & ANDY BRADSHAW

Pentland Brands plc

16.00 QUESTIONS, TEA & CLOSE

AN ACCREDITED CONFERENCE FOR:
ITMA, Trading Standards Institute,
Solicitors Regulation Authority & General Council of the Bar



The Anti-Counterfeiting Group
Campaigning Against the Trade in Fakes
www.a-cg.com

ACG SPRING CONFERENCE 2008 VENUE DETAILS & REGISTRATION FORM

VENUE

The Oxford Belfry: Milton Common, Nr Thame, Oxon OX9 2JW
T: +44(0)1844 279381 F: +44(0)1844 279624
www.ghotels.co.uk

A four star hotel set in 17 acres of beautiful countryside, just 20 minutes drive from the historic university town of Oxford. It's centred around a charming courtyard, with spacious fully equipped ensuite rooms and an award-winning restaurant.

ACCOMMODATION

Delegates requiring accommodation at the Oxford Belfry should make direct contact with Reservations at the hotel: T: +44(0)1844 279381 F: +44(0)1844 279624

E: oxfordbelfryreservations@ghotels.co.uk

Please quote Booking Reference: **ANT070508** to obtain the special rates: single room £100.00 and double occupancy £140.00 incl. VAT and full English breakfast. The hotel also offers a 'Reflections Spa & Leisure' facility which is complimentary and includes: tennis courts, heated indoor pool, scented sauna/ steam room, state of the art gym and 'experience shower'.

Please copy registration form & fax or post to ACG, PO Box 578, High Wycombe, Bucks, HP11 1YD
T: +44(0)1494 449165 E: admin@a-cg.com F: +44(0)1494 465052

Important: Please book your accommodation immediately to avoid disappointment.

TRAVEL INFORMATION

By Road from the South: Leave the M40 at Junction 7. Take the A329 towards Thame. Immediately after crossing over the motorway, turn left on the A40 (in front of the Three Pigeons Public House). The Oxford Belfry is 300 yards along on the right hand side. Free parking.

By Road from the North: Leave the M40 at Junction 8A. Follow the A418 towards Aylesbury. After a short distance turn right on to the A40 (A329) towards Wallingford and Milton Common. Proceed for approximately 1.5 miles and the Oxford Belfry will be on your left. Free parking.

Nearest Railway Station: Thame & Haddenham (15 minutes - taxi costs approx £15) or Oxford (20 minutes - taxi costs approx £25)

Nearest Airport: Heathrow (60 minutes - taxi costs approx £70)

I wish to reserve the following:

(cost includes coffee, lunch & afternoon tea on 8 May)

ACG Member Company (Full, Associate, Correspondent, BPG)

___ Place(s) @ £405.00 + VAT £70.88 = £475.88

Non-Member Company

___ Place(s) @ £505.00 + VAT £88.38 = £593.38

Enforcement Officers (TSOs, Police & HMRC)

___ Place(s) @ £135.00 + VAT £23.63 = £158.63

Eve of Conference Dinner (7 May)

___ Place(s) @ £60.00 + VAT £10.50 = £70.50

PAYMENT METHODS: CHEQUE enclosed for £ _____
(Made payable to The Anti-Counterfeiting Group Ltd)

DIRECT TRANSFER: (Please quote your Company name as a reference)

ACG Bank details: Barclays Bank Plc, 16 High Street, High Street, High Wycombe Bucks HP11 2BG. **Sort Code:**20-40-71. **Account No:** 40112577. **SWIFT Code/Bank International Code:** BARCGB22. **IBAN No:** GB73BARC20407140112577.

CREDIT CARD: Please debit my credit card:



Credit card bookings can be taken over the phone. Please contact +44(0)1494 449165

Card No

Expiry date Security No (3 digit number on the back of the card)

Cardholder's name: _____

Signature: _____

Contact Tel. Number: _____

Card billing address (if different from Company address)

Country: _____ Postcode: _____

Delegate(s)

Please supply details in the way in which you would like them to appear on your conference badge:

1. Name: _____

Position: _____

*E: _____

Special dietary requirements: _____

2. Name: _____

Position: _____

*E: _____

Special dietary requirements: _____

3. Name: _____

Position: _____

*E: _____

Special dietary requirements: _____

*Email address is essential for confirmation of booking

Company: _____

Address: _____

Country: _____ Postcode: _____

T: _____

F: _____

Eve of Conference Dinner (7 May)

Please supply any additional names here if not shown above:

NB Every effort will be made to adhere to the planned programme but ACG reserves the right to alter it without notice. **Cancellation:** A 25% cancellation fee will be charged for cancellations received less than 7 days before the conference date. **No refund can be made for cancellations received within 3 days of the Conference.**