

# AMBUSH MARKETING

## IPRIA / IPTA Seminar

**Date:** Tuesday 23 June 2009

**Time:** 12.30pm for 1.00pm

**Venue:** McCullough Robertson Lawyers

The Intellectual Property Research Institute of Australia (IPRIA) in association with The Institute of Patent and Trade Mark Attorneys of Australia (IPTA) are hosting a public seminar, to which you are invited.

This seminar will analyse the major features of the Major Events Management Act 2007 ('MEMA') which was recently enacted in New Zealand. The legislation has become notorious for its extensive prohibitions of activities now known as 'ambush marketing by association' and 'ambush marketing by intrusion'. The objective of the MEMA is to provide wide-ranging protections for major events and, therefore, its focus is wider than ambush marketing. The underlying themes are that the legislation is unnecessary given the protection provided by the existing law; it is poorly drafted, particularly in the way it concentrates on minutiae; and it is heavy handed and unbalanced in its approach, with the dominant interests being those of event organisers and their associates as opposed to the interests of the general public. Despite its faults, the legislation has significance as a template for future legislation in countries such as Australia which regularly and successfully compete for major events.

### Speakers

Dr Owen Morgan, Senior Lecturer in Commercial Law, The University of Auckland Business School and Ms Emily Hudson, PhD Candidate, Melbourne Law School, the University of Melbourne.

### Seminar and Registration Details

Further details about the seminar and the registration form are available [here](#)

This seminar will also run in Sydney on Monday 22 June and in Melbourne on Wednesday 24 June.

### Continuing Professional Development

#### *Professional Standards Board*

The Professional Standards Board for Patent and Trade Marks Attorneys has advised that attendance at this seminar will enable Patent and Trade Marks Attorneys to claim one CPE point.

### Law Institute of Victoria

If these educational activities are relevant to your immediate or long term needs in relation to your professional development and practice of the law, then you should claim one unit for each hour of attendance, refreshment breaks not included.

Jean Molloy

#### **Executive Officer**

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