

IP IN THE REAL WORLD

IPRIA SEMINARS

Date: Wednesday 3 June 2009

Time: 9am - 1.00pm

Venue: The University of Melbourne

The Intellectual Property Research Institute of Australia is running a half-day course on Wednesday 3 June from 9.00am –1.00pm.

The course on 'IP in the Real World' considers two IP management case studies of real events to provide participants with a practical introduction to the patent and trade marks systems. Both case studies feature well-known, international companies and offer valuable lessons on how best to manage intellectual property in difficult business environments.

The BlackBerry case concerns a dispute between a US inventor and a Canadian technology company over patent infringement.

The Sidamo case concerns a challenge by Starbucks to the Ethiopian Government's application for a US trade mark in relation to coffee.

Presenters

[Fiona Rotstein](#), Research Fellow, IPRIA and Lecturer for Media Law, Melbourne Law School

[Dr Kwanghui Lim](#), Senior Lecturer, Melbourne Business School and Associate Director, IPRIA

Course and Registration Details

Further information about the course and registration details are available

<http://www.ipria.org/events/seminar/Sidamo-Blackberry.html>

Continuing Professional Development

Professional Standards Board

The Professional Standards Board for Patent and Trade Marks Attorneys has advised that attendance at this course will enable Patent and Trade Marks Attorneys to claim **one CPE Hour for each hour of attendance**.

Jean Molloy

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