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GLOBAL ADVERTISING LAWYERS ALLIANCE

# CURRENT TRENDS in intellectual property and advertising law

## AGENDA

### I. OPENING CONFERENCE

8:30 - 9:00 hrs

GUESTS:

- **Justice Alberto Pérez Dayan**  
President of the Second Chamber of the Supreme Court of Justice of the Nation
- **Judge Guillermo Valls Esponda**  
President of the Federal Court of Administrative Justice (TFJA)
- **Ken Salazar**  
U.S. Ambassador to Mexico
- **José Sanchez Pérez**  
General Director of the Mexican Institute of Industrial Property (IMPI)
- **Marco A. Morales Montes**  
Chief Legal Officer and Acting General Director (INDAUTOR)
- **Blanca Lilia Ibarra Cadena**  
Commissioner President of the National Institute of Transparency (INAI)
- **José Abugaber Andonie**  
President of the Confederation of Industrial Chambers of the United Mexican States (CONCAMIN)
- **Jeffrey A. Greenbaum**  
Global Chairman of the Global Advertising Lawyers Alliance (GALA)
- **Víctor Oléa Peláez**  
President of the Mexican Bar Association (BMA)
- **Salvador Villalobos Gómez**  
Executive President of the Consejo de la Comunicación
- **José Alejandro Luna Fandiño**  
President of the Mexican Intellectual Property Protection Association (AMPPI)
- **Juan Manuel González Hernández**  
General Counsel of Palacio de Hierro, President of the Mexican Association of Law and Advertising (AMEDEP)

### II. KEYNOTE SPEAKER

9:00 - 9:30 hrs

- **Brian G. Murphy**, Frankfurt Kurnit Klein & Selz PC / member of GALA - U.S.A

### III. PANEL 1

9:40 - 10:20 hrs

Status of the origin and interpretation of Section I and last paragraph of Article 151 of the former Industrial Property Law before the Supreme Court of Justice. Has the Jurisprudence on open "litis" fulfilled its purpose?

Moderator:

**Roberto Arochi**, founding partner of Arochi & Lindner, S.C. - Mexico

Speaker:

**Justice Alberto Pérez Dayán**, President of the Second Chamber of the Supreme Court of Justice of the Nation. - Mexico

### IV. PANEL 2

10:30 - 11:15 hrs

The Booking.com case before the U.S. Supreme Court of Justice - A milestone case!

Moderator:

**Gerardo Flórez**, socio de Philippi Prietocarrizosa Ferrero DU & Uría. - Colombia

Speakers:

- **David H. Bernstein**, partner of Debevoise & Plimpton LLP - U.S.A.
- **Jackie Chorn**, market research expert before the U.S. Federal Courts. - U.S.A.

### V. PANEL 3

11:25 - 12:05 hrs

"Ambush marketing"

Moderator:

**Member of GALA**

Speakers:

- **Paula Fernandez Pfizenmaier**, Legal Central Sr Manager - Intellectual Property / Mercado Libre - Argentina
- **Paavana L. Kumar**, partner of Davis+Gilbert LLP - member of GALA - U.S.A.
- **Juan Carlos Uribe**, partner of TRIANA, URIBE & MICHELSEN - member of GALA - Colombia
- **Kelly Harris**, Harris + Co, member of GALA - Canada
- **Juliana N. Albuquerque**, Director of CONAR - Brazil

## VI. PANEL 4

12:15 - 13:00 hrs

Influencers and social media. Recent developments and comparative analysis.

Moderator:

**José Antonio Arochi**, associate at Arochi & Lindner, S.C. - Mexico

Speakers:

- **Jeffrey A. Greenbaum**, partner of Frankfurt Kurnit Klein & Selz, Global Chairman of the Global Advertising Lawyers Alliance (GALA) - U.S.A.
- **Damaso Pardo**, partner of Bruchou & Funes de Rioja and member of GALA - Argentina
- **Valdir Rocha**, partner of Veirano Advogados and member of GALA - Brazil
- **Magali García**, partner of Allende & García Abogados and member of GALA - Perú

## VII. PANEL 5

13:10 - 14:00 hrs

What do media agencies and advertising space sales expect?

Moderator:

**Adrián Martínez Gutiérrez**, associate at Arochi & Lindner, S.C. - Mexico

Speakers:

- **Xavier Miret Carceller**, General Counsel at Havas Media Group - Barcelona
- **Laura Díaz Nava**, Director of Maquilas Sustentables Díaz. - Mexico
- **Rodrigo Escartín Arciniega**, founding partner of Escartín, Arciniega y Asociados S.C. - Mexico

14:10 - 15:10 hrs

- Lunch

## VIII. PANEL 6

15:20 - 16:00 hrs

Gael García's, Ingrid Coronado's and Toyota Ton's image use cases before the Supreme Court of Justice of the Nation.

Moderator:

**Federal Circuit Judge** (confirmation pending)

Speakers:

- **Federal Circuit Judge Maria Amparo Hernández Chong Cuy**, Fourth Collegiate Court on Civil Matters of the First Circuit. - Mexico
- **Jaime Garcia Priani**, partner of Bufete García Jimeno, S.C. - Mexico
- **Ricardo Sanguino Ortiz**, partner of Arochi & Lindner, S.C. - Mexico
- **Rodrigo Buj García**, partner of Malpica, Iturbe, Buj y Paredes, S.C. - Mexico

## IX. PANEL 7

16:10 - 17:00 hrs

Advertising in the Metaverse

Moderator:

**Pamela Gisholt Avilés**, associate at Arochi & Lindner, S.C. - Mexico

Speakers:

- **Jennifer Chicoksi**, Attorney Advisor - Policy & International Affairs of the United States Patent and Trademark Office. - U.S.A.
- **Dorian Slater Thomas**, Of Counsel at Frankfurt Kurnit Klein & Selz PC. - member of GALA - U.S.A.
- **Melissa Landau Steinman**, partner of Venable LLP - member of GALA - U.S.A.

17:00 - 18:30 hrs

- Cocktail Networking



Thursday,  
March 9th, 2023



**Roof Top 780**, Cerrada Ferrocarril de Cuernavaca No. 780, Alcaldía Miguel Hidalgo, C.P. 11529, Mexico City