

TIME
07.45-08.00
08.00-08.30
08.30-10.00
10.00-10.30
10.30-11.00
11.00-13.00
13.00-14.00
14.00-15.00
15.00-17.00
17.00 – onwards
14.45-15.30

LawAccord
Tuesday 24th April 2007
Protecting Sport IP
(programme subject to change)

WELCOME
Stephen Townley, *Chairman*, ARM Asia/World Sport Group Consulting

OPENING ADDRESS
François Carrard, *Senior Partner*, Carrard & Partners
The autonomy of the sport movement

KEYNOTE ADDRESS
Hayden Opie, *Director of Studies*, Sports Law Program, University of Melbourne
Gary R. Roberts, *Deputy Dean & Sumter Davis Marks Professor of Law*, Tulane Law School (US)
Summary of the most important cases from around the world affecting the sports industry

CAS PRESENTATION
Matthieu Reeb, *Secretary General*, Court of Arbitration for Sport
Presentation on CAS Case Law and recent CAS news

COFFEE

PROTECTING SPORT IP
Different themes to be followed throughout the afternoon, i.e. audio visual, piracy, image rights, brand and trademark protection, ambush legislation and measures.
Moderator: **Dr. Dirk-Reiner Martens**, *Partner*, Beiten Burkhardt
Kelly Charles Crabb, *Partner*, Morrison & Foerster LLP
Shao Yin Mautner, *China Counsel*, Nike
Jeffrey A. Miskkin, *Partner*, Skadden, Arps, Slate, Meagher & Flom LLP
Jochen M. Schaefer, *Partner*, Legal Counsel SGMA, Hogan & Hartson LLP
Christopher Stokes, *Chief Executive*, NetResult
Robert Storey, *President*, Fédération Internationale de Bobsleigh et de Tobogganing

LUNCH

PROTECTING SPORT IP (continued)

COFFEE & NETWORKING

SportAccord Exhibition Showcase & Cocktails
followed by **Official Opening Ceremony**

Thursday 26th April 2007
LawAccord case study at SportAccord

LawAccord Case Study
AMBUSH MARKETING IN THE CITY
(TBC)