



# 'IP IN THE REAL WORLD' SIDAMO AND BLACKBERRY IP MANAGEMENT CASE STUDIES

**Date: Wednesday 3 June 2009**

**Time: 9:00am to 1:00pm**

**Venue: Seminar Room  
Level 6, Alan Gilbert Building,  
161 Barry Street, Carlton  
Melway reference 2B C8**

**Cost: \$350 + GST per person**



**Fiona Rotstein** is a Research Fellow at the Intellectual Property Research Institute of Australia (IPRIA) and the Lecturer for Media Law at the Melbourne Law School, the University of Melbourne. Fiona is also a Barrister and Solicitor of the Supreme Court of Victoria and the High Court of Australia, and is a Registered Trade Marks Attorney. Prior to working as an academic, Fiona practised as a solicitor at two boutique intellectual property and commercial law firms, and worked with in-house counsel at Ericsson Australia.



**Dr. Kwanghui Lim** is a Senior Lecturer at Melbourne Business School and Associate Director at IPRIA. Kwanghui's research explores the strategies used by firms to manage intellectual property and the commercialisation process. Prior to joining Melbourne Business School, Kwanghui was an Assistant Professor at the National University of Singapore. He has conducted workshops for WIPO, the Intellectual Property Office of Singapore and the Academy of Management. Kwanghui's industry experience includes consulting experience at Booz Allen & Hamilton.

## How Much Do You Know About IP Management?

This half-day 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 resulting legal battle threatened to shut down the BlackBerry system leaving millions of users, including essential government employees in the US and elsewhere, without their main communications tool.

The Sidamo case concerns a challenge by Starbucks to the Ethiopian Government's application for a US trade mark in relation to coffee. The case illustrates a sophisticated use of the trade mark system to create favourable terms of trade.

### Some comments from previous IPRIA short course attendees:

- "Very well presented and great material. Very useful"
- "Excellent course on a difficult subject matter"
- "Good relevant summary of broadly applicable information"
- "Thought it was excellent, very high quality"

### Who Should Attend

The target audience is people who need to understand the basics of the trade mark and patent systems, and IP management in general.

Attendees may include:

- Company Directors
- Business Owners
- Legal Counsel
- Brand Managers
- Intellectual Property Managers
- Research and Development Managers
- Policy Makers

This course will be taught as a highly interactive case discussion. Registrants will be provided the case notes to read prior to attending.

**PLACES ARE STRICTLY LIMITED TO 20 SO EARLY BOOKING IS RECOMMENDED**

