

# THE EVOLUTION OF FASHION FROM PAST HERITAGE TOWARDS THE DIGITAL FUTURE – INTELLECTUAL PROPERTY, CONTRACTUAL AND CORPORATE ISSUES

FRIDAY, SEPTEMBER 14, 2018



#UIAFashionLaw

Seminar organised by the UIA with the support of the Ordine degli Avvocati di Milano

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*For over 90 years, the UIA has been defending the legal profession and facilitating international contacts, cooperation and the exchange of knowledge among lawyers, while respecting their cultural and professional diversity.*

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## Introduction

The world of fashion is a fast-moving business. Young designers are inspired by the creations of their predecessors in past decades. We will take a look at the legal issues facing fashion businesses and fashion designers in creating new designs which make their collections new and exciting whilst not losing the pedigree of an established fashion house, moving from the use of historical archives to the creation of protectable intellectual property and the secrecy of new collections and trade secrets to the digitalisation of archives and the production, launch and distribution of new collections in the marketplace as well as the particular challenges and threats of e-commerce.



Thursday | September 13 | 2018

**19:00 – 20:30** APERITIVO RECEPTION

*Kindly offered by Moretti Burgio*

**LAVAZZA FLAGSHIP STORE**

Piazza s. Fedele 2, 20122 Milan, Italy

**M&B**  
MORETTI BURGIO



Friday | September | 14 | 2018

**09:00 – 09:30 REGISTRATION OF PARTICIPANTS**

**HOTEL NH COLLECTION MILANO PRESIDENT**

Largo Augusto, 10, 20122 Milan, Italy

**09:30 – 09:45 WELCOME AND OPENING OF THE SEMINAR**

- **Fabio MORETTI**, *President of the UIA Fashion Law Commission, Moretti Burgio, Milan, Italy*
- **Gavin LLEWELLYN**, *President of the UIA Intellectual Property Commission, Stone King LLP, London, United Kingdom*
- **Milagros POAL-MANRESA**, *President of the UIA Contract Law Commission, Centell-Folch Abogados Asociados, Barcelona, Spain*

**09:45 – 10:10 Heritage of an Artist and Fashion Designer: Fondazione Roberto Capucci**

- **Enrico MINIO CAPUCCI**, *General manager of Fondazione Roberto Capucci, Rome, Italy*

**10:10 – 10:30 Contractual Challenges to be Aware of for Protecting the Heritage in the Era of Internet**

- **Milagros POAL-MANRESA**, *President of the UIA Contract Law Commission, Centell-Folch Abogados Asociados, Barcelona, Spain*

**10:30 – 10:50 Influencers and Bloggers in Fashion and Historical Brands**

- **Stephen SIDKIN**, *UIA Director of Communication, Fox Williams LLP, London, United Kingdom*

**10:50 – 11:20 Certification and Digitalisation**

- **Stéphanie DE SMEDT**, *Loyens & Loeff, Leuven, Brussels, Belgium*

**11:20 – 11:35 COFFEE BREAK**

*Kindly offered by Studio Legale Associato Arlenghi e Agostini*

STUDIO LEGALE ASSOCIATO  
ARLENGHI E AGOSTINI

**11:35 – 12:10 Corporate: M&A and Heritage Fashion Archives**

- **Gianluca GHERSINI**, *Gianni Origoni Grippo Cappelli, Milan, Italy*
- **Nino DI BELLA**, *Gianni Origoni Grippo Cappelli, Milan, Italy*

**12:10 – 12:30 Fashion Heritage : the Protection of Historical Archives**

- **Giuseppe CALABI**, *CBM & Partners Studio Legale, Milan, Italy*

**12:30 – 12:45 Questions & Answers**

**12:45 – 14:15 LUNCH**

**14:15 – 14:45 From Heritage to Legacy : the IP Protection of Iconic Gucci**

- **Vanni VOLPI**, *IP Director of Guccio Gucci S.p.A, Florence, Italy*

**14:45 – 15:45 Round Table : IP Protection of Heritage New Trends**

**Moderator:** • **Gavin LLEWELLYN**, *President of the UIA Intellectual Property Commission, Stone King LLP, London, United Kingdom*

**Speakers:**

- **Alain CLERY**, *Cléry Devernay Avocats, Paris, France*
- **Marita DARGALLO**, *Buigas, Barcelona, Spain*
- **Cristina MESA SANCHEZ**, *Garrigues, Madrid, Spain*
- **Odra PAPAEO**, *VPM Legal - Avvocati Associati Vittone Papaleo Manzo, Turin, Italy*

**15:45 – 16:00 COFFEE BREAK**

*Kindly offered by Gianni, Origoni, Grippo, Cappelli & Partners*



**16:00 – 16:50 Round Table : Challenges to Heritage in the Era of Globalisation: a Look at Asia**

**Moderator:** • **Francisco Javier GARCIA PÉREZ**, *Vice-President of the UIA Fashion Law Commission, Uría Menéndez Abogados, S.L.P., Barcelona, Spain*

**Speakers:**

- **Toshiki NISHIMURA**, *Commons Law Office, Tokyo, Japan*
- **Sajai SINGH**, *J. Sagar Associates, Bangalore, India*

**16:50 – 17:10 The Impact of GDPR in the Fashion World**

- **Jérémy BENSOUSSAN**, *President of the UIA Privacy and Rights of the Digital Person Commission, Alain Bensoussan Avocats Lexing, Paris, France*

**17:10 – 17:30 Q&A and Conclusions**

- **Fabio MORETTI**, *President of the UIA Fashion Law Commission, Moretti Burgio, Milan, Italy*
- **Gavin LLEWELLYN**, *President of the UIA Intellectual Property Commission, Stone King LLP, London, United Kingdom*
- **Milagros POAL-MANRESA**, *President of the UIA Contract Law Commission, Centell-Folch Abogados Asociados, Barcelona, Spain*

**20:00 OPTIONAL DINNER**

**Cantina Piemontese**

Via Laghetto 2, Milan, Italy

# Organising Committee

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## General Information

### SEMINAR VENUE

**HOTEL NH COLLECTION MILANO PRESIDENT**

Largo Augusto 10, 20122 Milan, Italy

**T +39 02 77461**

### REGISTRATION FEES

|                                | UIA Member    |               | Non Member    |               |
|--------------------------------|---------------|---------------|---------------|---------------|
|                                | ≤ 31.07.2018  | > 01.08.2018  | ≤ 31.07.2018  | > 01.08.2018  |
| <b>STANDARD REGISTRATION</b>   | <b>€ 220*</b> | <b>€ 250*</b> | <b>€ 280*</b> | <b>€ 330*</b> |
| <b>YOUNG LAWYER (&lt;35)**</b> | <b>€ 150*</b> | <b>€ 180*</b> | <b>€ 200*</b> | <b>€ 230*</b> |

**\* The VAT (22%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 8, 2006. For more information, please contact the UIA. If you provide an EU VAT ID number, the VAT will not be charged.**

**\*\* Please attach proof of age to the registration form to benefit from young lawyers fee.**

These fees cover participation in the welcome cocktail, participation in the seminar, coffee breaks, lunch on Friday, September 14, 2018, as well as the documentation of the seminar. The dinner on Friday night, September 14, 2018, is optional and at additional charge. Please note that the number of places at the seminar is limited. The organisers reserve the right to refuse registrations in the event of excess applications.

### CONTINUING LEGAL EDUCATION

Every participant attending the seminar will receive a "Certificate of Participation" at the end of the event that may be used to obtain "Credits" for "Continuing Legal Education" – "Continuing Professional Development" purposes, depending on national rules. For more information, please contact the UIA.

### LANGUAGE

The working language will be **English without simultaneous translation.**

## HOTEL RESERVATION

A limited number of rooms has been pre-booked at a preferential rate. Reservations should be made directly through the hotel. Credit card details must be given in order to secure your reservation. Please note that the number of rooms is limited. We recommend that you proceed with your reservations as soon as possible.

| Hotels                                                                                                                                                                                                                                   | Rates                                                                                          |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------|
| <b>HOTEL NH COLLECTION MILANO PRESIDENT</b><br>Largo Augusto, 10<br>20122 Milan, Italy<br>T +39 02 77461 / <b>Reservation +34 848 390 398</b><br>E nhcollectionpresident@nh-hotels.com<br><b>Reservation: prenotazioni@nh-hotels.com</b> | Single room                                                                                    | € 239 |
|                                                                                                                                                                                                                                          | Double room                                                                                    | € 259 |
|                                                                                                                                                                                                                                          | <b>Breakfast and VAT 10% included</b><br><b>NOT included: city tax € 5 per pers. per night</b> |       |

**Reservations should be made online by clicking on the following link:**  
**[www.nh-hotels.com/event/uia-milan-seminar](http://www.nh-hotels.com/event/uia-milan-seminar)**

## CANCELLATION CONDITIONS

All cancellations will be subject to a 50% deduction and will have to be sent in writing, to be received by the Union Internationale des Avocats **no later than August 14, 2018**. No refund will be made for cancellations received after this date.

Anyone who requires a visa invitation letter in order to attend the seminar should register and pay their registration fees **no later than August 14, 2018** to ensure there is enough time to obtain a visa.

All cancellations will be refunded in full, minus €50 + VAT to cover administrative costs, provided that the UIA has received the registration documents and total registration fees **no later than August 14, 2018**.

If you register after this date, only 50% of the amount paid minus €50 + VAT to cover administrative costs will be refunded for cancellations due to visa refusals.

All cancellations due to a visa refusal must be sent in writing and reach the UIA **before the seminar**. Cancellations must be accompanied by a **proof of visa refusal**.

If your visa is issued after the seminar date or if you do not have proof of visa refusal, you will not be entitled to a refund.

## GENERAL CONDITIONS

All registrations received by the Union Internationale des Avocats (UIA) along with the full payment of fees corresponding to the events selected will be confirmed in writing.

The UIA reserves the right to cancel or postpone the seminar to a later date, change the seminar venue and/or programme, make any corrections or modifications in the information published in the seminar programme and cancel any invitation to participate in the seminar, at any time and at their entire discretion, without having to provide any reasons for the same.

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature, suffered (directly or indirectly) by a delegate, accompanying person or a third party following any cancellations, changes, postponements or modifications.

**The UIA strongly advises participants to subscribe to modifiable and/or refundable services, as well as to take out a cancellation insurance.**

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature whatever, suffered (directly or indirectly) by a delegate or accompanying person, except in case of death or personal injury due to gross negligence by the UIA.

The contractual relations between the UIA and each participant (delegate or accompanying person) in relation to the seminar are subject to French law and jurisdiction, to the exclusion of any other law. Paris is the city of jurisdiction.

## FORMALITIES

It is the responsibility of participants to ensure compliance with police, customs and health formalities for their journey. Participants unable to take part in the seminar because of their inability to take a flight or any other means of transportation due to being unable to provide the documents required (passport, visa, vaccination certificate, etc.) cannot claim any reimbursement.

## FORCE MAJEURE

“Force majeure” means any events external to the parties, of both an unforeseeable and insurmountable nature that prevents either the client or the participants, or the agency or service providers involved in organising the seminar, from executing all or part of the obligations provided for in the present agreement. By express agreement, such will be the case in the event of a strike affecting the means of transport, hotel staff, air traffic controllers, an insurrection, a riot or any prohibition whatsoever decreed by governmental or public authorities.

It is expressly agreed that for the parties, a case of force majeure would suspend the execution of their reciprocal obligations. At the same time, each of the parties shall bear the burden of all the expenses incumbent upon them, resulting from the case of force majeure.

## HEALTH

The organisers decline any responsibility in case of any health problems existing prior to the seminar that may lead to complications or be aggravated during the entire period of the stay: pregnancy, cardio-vascular problems, any allergies, special diets, any disorders under treatment and not yet consolidated on the day the seminar starts, psychic or mental or depressive illness, etc. (Non exhaustive list).

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Exceptional Networking & Business Opportunities  
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DE SUA EXCELENCIA



*O Presidente da República*



Union Internationale des Avocats  
International Association of Lawyers  
Unión Internacional de Abogados



ORDINE DEGLI  
AVVOCATI DI MILANO

## THE EVOLUTION OF FASHION FROM PAST HERITAGE TOWARDS THE DIGITAL FUTURE. IP, CONTRACTUAL AND CORPORATE ISSUES

Friday, September 14, 2018

MILAN, ITALY

### REGISTRATION FORM

Register online at: [www.uanet.org](http://www.uanet.org)

or please complete and return this form, by email, fax or post, to:

UNION INTERNATIONALE DES AVOCATS

20 rue Drouot, 75009 Paris, FRANCE

Tel: +33 1 44 88 55 66 ■ Fax: +33 1 44 88 55 77 ■ Email: [uiacentre@uanet.org](mailto:uiacentre@uanet.org)



Register online

UIA INDIVIDUAL MEMBERS: M I \_ \_ \_ \_ \_

Please specify your membership number (Please check your membership card or membership fees)

Family Name: .....

First Name: .....

Firm: .....

Address: .....

Post Code: ..... City: .....

Country: .....

Tel: ..... Fax: .....

Email: .....

Date of Birth: .....

EU VAT ID-Number: .....

Special requests (special diet, allergies, handicap...): .....

Arrival/departure times & flight numbers: .....

Hotel: .....

### A. SEMINAR REGISTRATION FEES

|                       | UIA Member   |              | Non Member   |              |
|-----------------------|--------------|--------------|--------------|--------------|
|                       | ≤ 31.07.2018 | > 01.08.2018 | ≤ 31.07.2018 | > 01.08.2018 |
| STANDARD REGISTRATION | € 220*       | € 250*       | € 280*       | € 330*       |
| YOUNG LAWYER (<35)**  | € 150*       | € 180*       | € 200*       | € 230*       |

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\*\*Please attach proof of age to the registration form to benefit from young lawyers fee.

## B. SEMINAR SOCIAL ACTIVITIES

Please indicate below whether you plan to attend the following events **included** in the cost of your registration.

- ☐ Welcome Cocktail – Thursday, September 13, 2018
- ☐ Lunch – Friday, September 14, 2018

## C. OPTIONAL DINNER

(**not included** in the registration fees)

- ☐ Optional Dinner – **Friday, September 14, 2018**

• Please book ..... person(s) for the dinner

€ 60 (Excl. VAT) x \_\_\_ / pers .....

Total (C) (Excl. VAT) € .....

## D. TOTAL

TOTAL (A) Excl. VAT – Registration Fees € .....

TOTAL (C) Excl. VAT – Optional Dinner € .....

TOTAL (A + C) Excl. VAT € .....

VAT if applicable (22%)\* € .....

TOTAL (A + C + VAT) € .....

*\* The VAT (22%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 8, 2006. For more information, please contact the UIA.*

## E. CANCELLATION CONDITIONS

I, the Undersigned, confirm that I have read and accepted the **cancellation conditions** as well as the **general conditions** given on page 6 of the registration programme. My registration will only be taken into account on receipt of the payment.

Participants are aware that their image and/or voice may be photographed, recorded or filmed throughout the duration of the seminar. They hereby assign to the UIA, with the signature of this form, the right to exploit, reproduce and disseminate the images and recordings by all means, both known and unknown, using all media, for an unlimited term and free of charge.

## F. METHOD OF PAYMENT

- ☐ By cheque in € payable to the UIA, addressed to: UIA – 20 rue Drouot – 75009 Paris – France
- ☐ By bank transfer in €, without charges to the payee, in favour of the Union Internationale des Avocats, quoting “**2018 Milan Seminar**”, to the following bank and account:

**Société Générale – Paris Elysées Entreprise**  
**91 avenue des Champs Elysées – 75008 Paris – France**  
**BIC / SWIFT N°: SOGEFRPP**  
**IBAN: FR76 3000 3033 9200 0503 4165 164**

**Kindly attach a copy of your bank transfer order to your registration form**

- ☐ By credit card: ☐ Visa ☐ Mastercard

Card N°: \_\_\_\_\_

Expiry date: \_\_/\_\_/\_\_ 3 digits: \_\_\_

Name of card holder: .....

I authorise the Union Internationale des Avocats to debit the above mentioned credit card in the amount of € (EUR) .....

Date: ..... / ..... / .....

Signature: .....