

World Intellectual Property Day Conference 2011 to be held in Edinburgh

Brand and Intellectual Property design, planning and assessment, will be at the heart of discussions at the World Intellectual Property Day 2011 conference in Edinburgh on Thursday 21 April. Organised by the Law Society of Scotland and the Faculty of Advocates, this lunchtime event will also consider the importance of IP and the ongoing need to protect and respect IP from a commercial business perspective.

Graeme McWilliams, member of the Society's Intellectual Property Law Committee said: "This is the fourth annual conference organised in Edinburgh. World IP Day is celebrated all over the world in April and it's an effective way of highlighting the importance and significance of IP in everyday life and business. Brand and IP design, planning and assessment are topical areas for Scotland at the moment, especially given the current economic climate, and the commercial need to maximise brand value and IP protection in relevant commercial markets.

"Leading IP experts will provide an insight into the commercial realities of IP protection. Whilst this conference is essential for all IP lawyers and practitioners, it will also be of interest to a wide range of people including marketing and design experts and students. Intellectual property includes copyright, patents, trademarks, domain names and confidential information and many may view these as legal or business issues without realising how it can affect them. IP can help in the protection and promotion of the arts and entertainment, particularly for music, photography, fashion design and innovative products and technological advances. Mobile internet access and our increasing use of social media,

as well as future UK events such as the April 2011 Royal Wedding, 2012 Olympics and 2014 Commonwealth Games, present their own IP challenges and opportunities.”

World IP Day was started in 2000 by the World Intellectual Property Organization (WIPO). Conferences and events are held all over the world on or around 26 April to highlight the impact of IP on daily life and to celebrate the contribution of creativity and innovation to society.

This lunchtime conference is free to attend but places must be registered online or by e-mail. To book places please visit [The Law Society website](#) or e-mail update@lawscot.org.uk