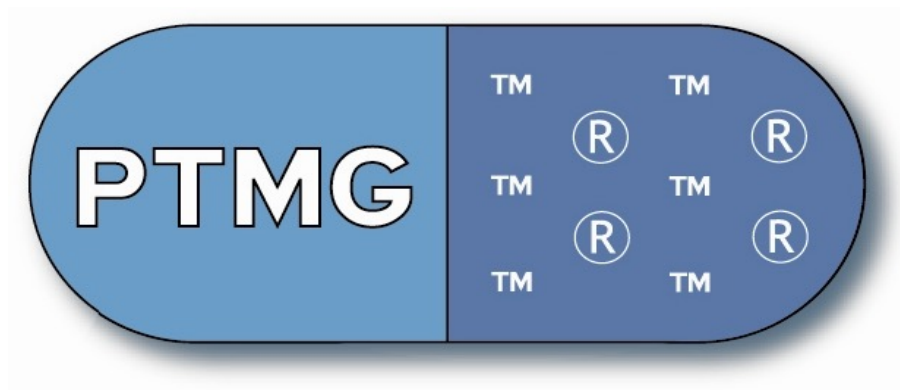




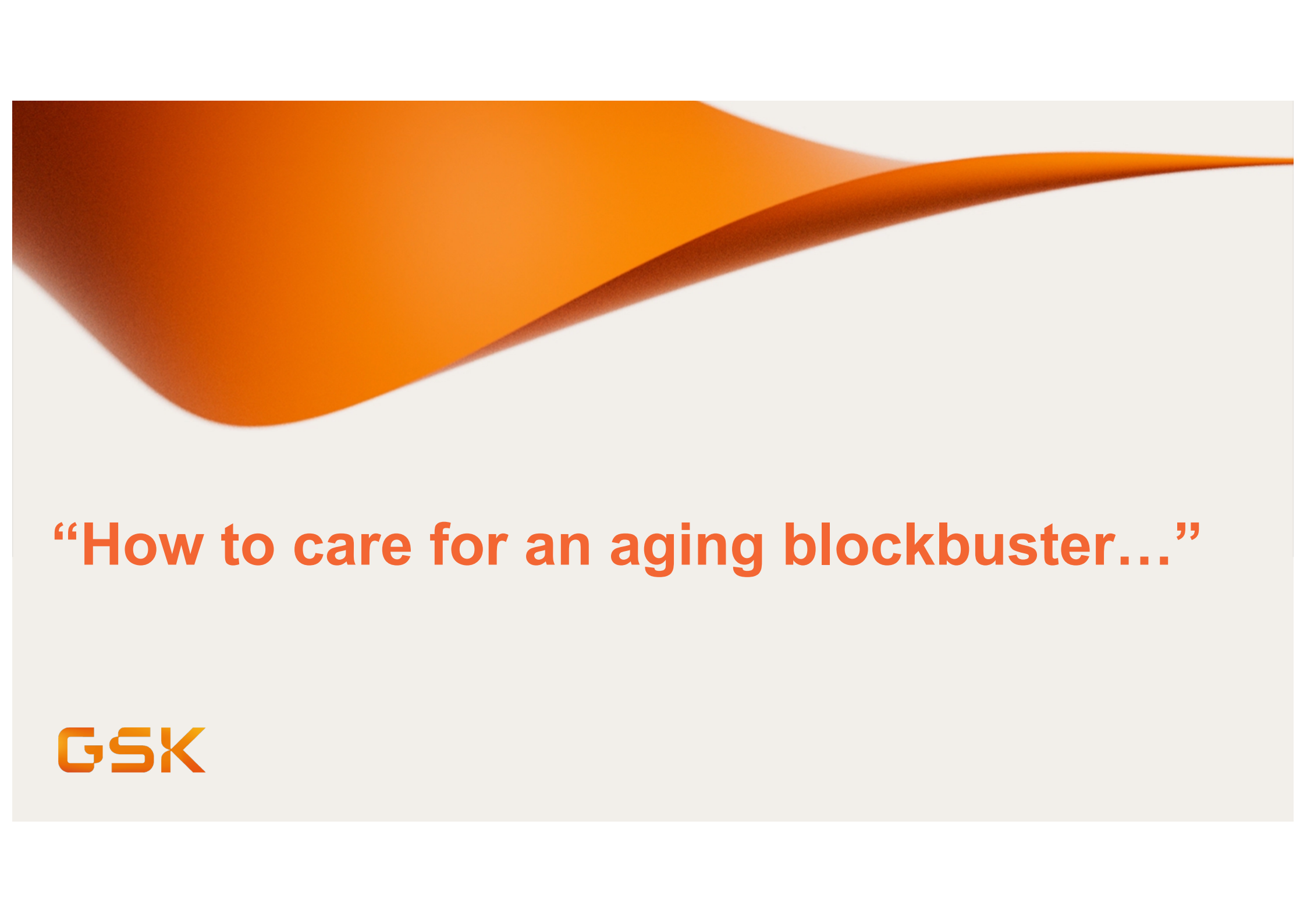
Mel Jones

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Challenges & opportunities of multi-jurisdictional trade mark litigation

Mel Jones *Assistant General Counsel, Legal Brand Protection*

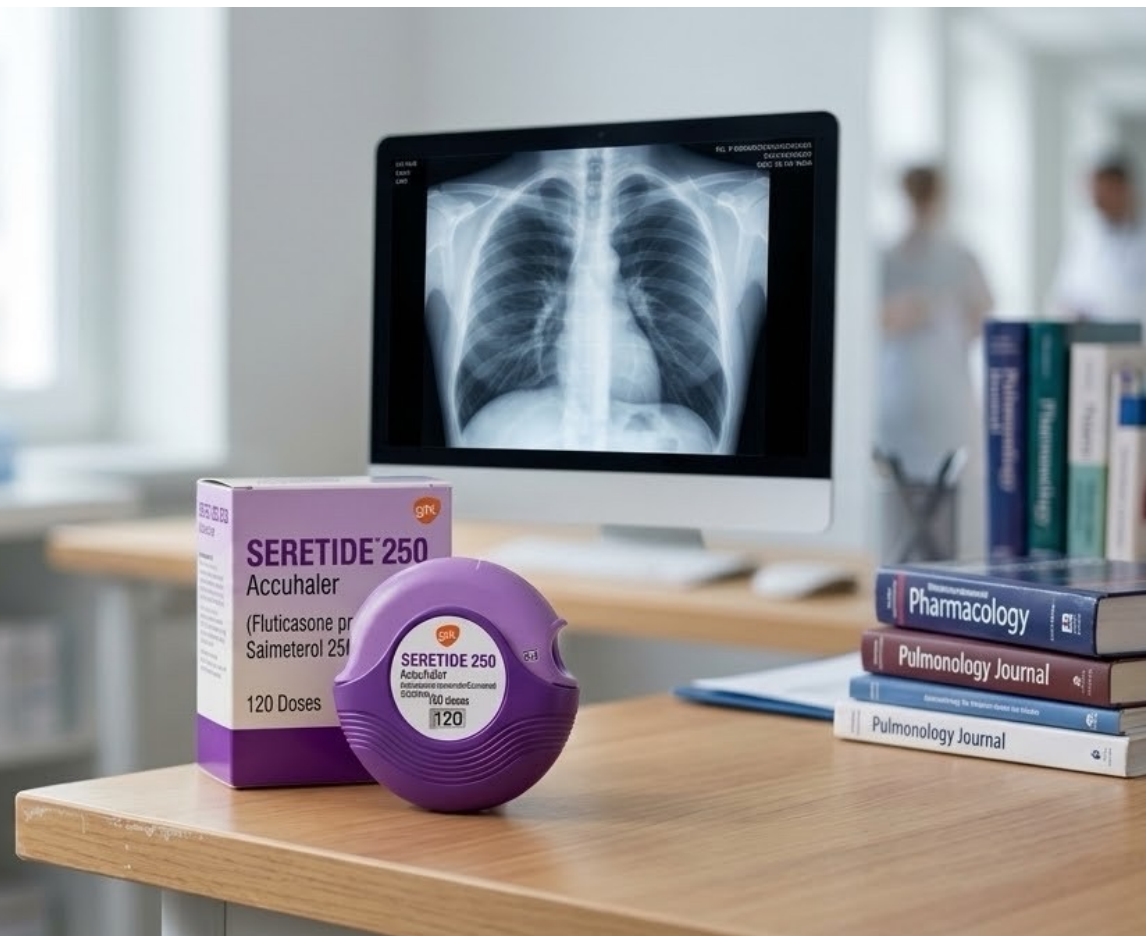
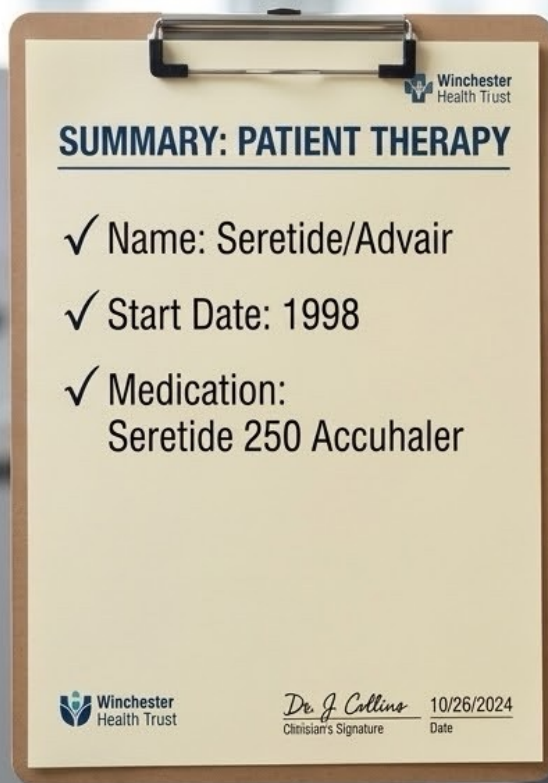


“How to care for an aging blockbuster...”

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Clinical case presentation

Introducing our patient



► Long-term care

Competition law considerations and controlled co-existence



Admission

Why clinical intervention could be required

ROUTINE MARKET WATCH MONITORING SYSTEM

!!! TRADE MARK
APPLICATION DETECTED !!!

Baseline Market Activity

Market Disturbance

Normal Monitoring
Resumed

Initial triage

Acting when the time is right



► Diagnosis and treatment plan

Mapping jurisdictional asymmetry



► Multi-disciplinary teams

Bringing specialists and generalists together



Systemic spread

Mobility of evidence & privilege



▶ Deep diagnostics

Gathering further evidence, uncovering toxic complications



► Challenging inertia – overmedicalisation?

Are we putting the patient through too many invasive procedures?



► Recovery and managed health

Accepting that good health isn't necessarily perfect health

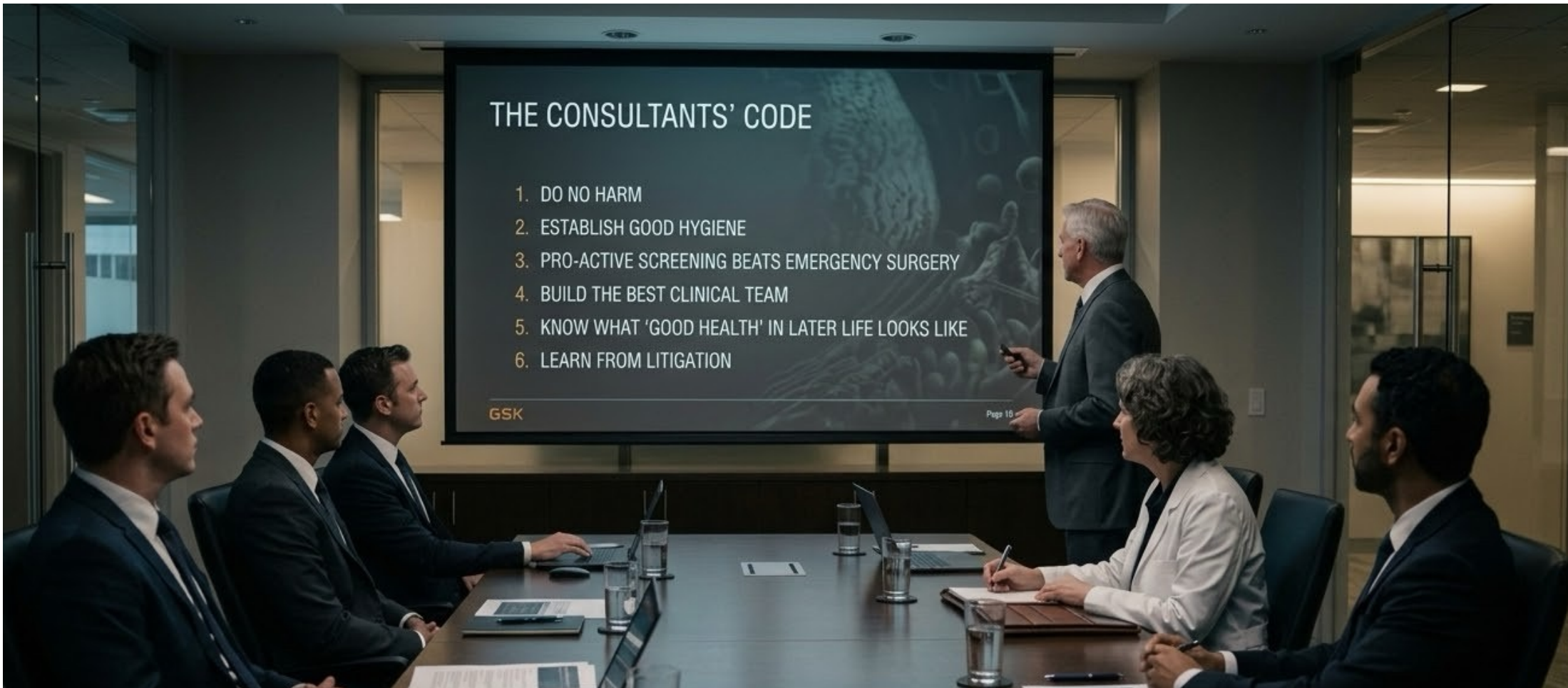


▶ The final autopsy

A clinical retrospective



Conclusion – The Consultants' Code



THE CONSULTANTS' CODE

1. DO NO HARM
2. ESTABLISH GOOD HYGIENE
3. PRO-ACTIVE SCREENING BEATS EMERGENCY SURGERY
4. BUILD THE BEST CLINICAL TEAM
5. KNOW WHAT 'GOOD HEALTH' IN LATER LIFE LOOKS LIKE
6. LEARN FROM LITIGATION

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Thank you!

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