



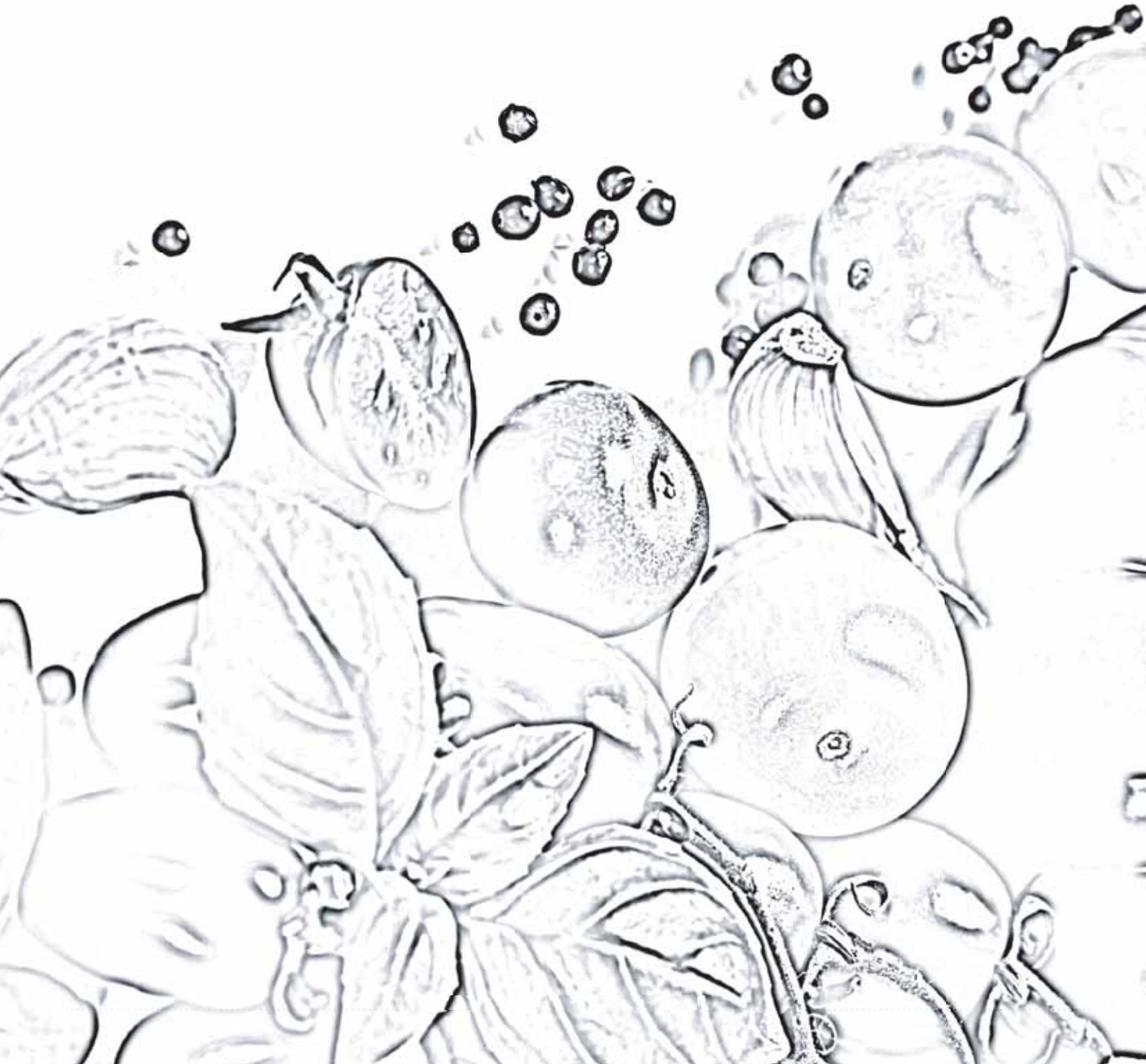
FOOD & BEVERAGE  
LAW & IP

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# EXECUTIVE REPORT

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FOODANDBEVERAGEIP.COM



## THE ESSENTIAL INGREDIENTS FOR A SUCCESSFUL IP STRATEGY

### ABOUT F&B LAW & IP

The Food And Beverage Law & IP Summit is Europe's leading forum and meeting place for the F&B industry in house lawyers and legal teams. The F&B Law & IP event is the premier event supporting creative partnerships in the food and beverage industry. The event brings together the most influential brand and IP owners, F&B manufacturers, licensees and licensed goods retailers.

The past decade IP and legal strategy have been two of the main areas of concern for the food and beverage sector. Patents, TMs, designs and trade secrets are highly valued intangible property for brand owners and issues of protection have arisen multiple times in the past decade.

Our speakers offer their expertise discussing the intellectual property strategies of food and beverage companies from early development to post maturity.

IP rights, regulatory issues, brand protection in a social media age, label, labels and labelling were just some of the topics discussed in 2016.

### TESTIMONIALS:

“ This was a wonderful inaugural event with a high calibre of speaker that really explored many key issues affecting the food and drink industry. It was good to have a mix of speakers from Industry, the Regulatory bodies, Academics and Law Firms. The networking opportunities were also extremely valuable. If I had just one comment it would be to extend the event since this is an industry with a lot to discuss.

Neil Fletcher, Head of Food and Refreshments,  
Unilever Chairman of The Food and Beverage Law and IP Summit

“ The Summit provided a great opportunity for everyone with a part to play in the food and drink industry to come together to discuss their IP experiences and issues.

Nicola Bell, Head of Criminal Intelligence,  
Foods Standard Agency

“ I was pleased to speak at the conference and was impressed with the organisation and the high calibre of speakers and attendees. I look forward to participating in future events.

Eddy Leviten, Director General,  
Alliance for IP

“ Worth the day's pile of emails to return to! Thought provoking and a good sense check.

Carol Walker, Food Safety and Technical Manager,  
Carluccio's

“ A very informative and useful event to attend, excellent speakers and subject areas covered very well. Look forward to attending next year.

Two2three2four limited

“ Very informative covering a wide range of topics

Rashda Ali, Managing Partner,  
POMEPURE - THE PURE JUICE COMPANY

“ Very interesting range of topics with relevance to the Food & Beverage industry.

Janella Barr, Partner,  
Wildbore & Gibbons LLP

“ I would like to thank IPR Events for hosting the 2nd Food & Beverage Law & IP Summit in London. This summit is unique in that it brings together practitioners from around the world to discuss current trends and comparative laws. Each year I make valuable contacts, particularly with law firms who can assist in very specific legal challenges. Very interesting range of topics with relevance to the Food & Beverage industry.

Randy Liebowitz, Senior Legal Director, Global Food,  
PepsiCo, Inc.

EVENT  
PROFILE

1 DAY

NUMBER OF YEARS EVENT HAS RUN: 2

VENUE: HILTON HOTEL OLYMPIA LONDON

NUMBER OF  
SPEAKERS

22

NUMBER OF REGISTERED  
PARTICIPANTS

167

TOTAL NUMBER  
OF BRANDS  
REPRESENTED

300+



NEIL  
FLETCHER

GENERAL COUNSEL, FOOD &  
REFRESHMENT  
UNILEVER



FBLIP CHAIRMAN

NOEL  
REIDY

HEAD OF OPERATIONS  
KIREN GROUP

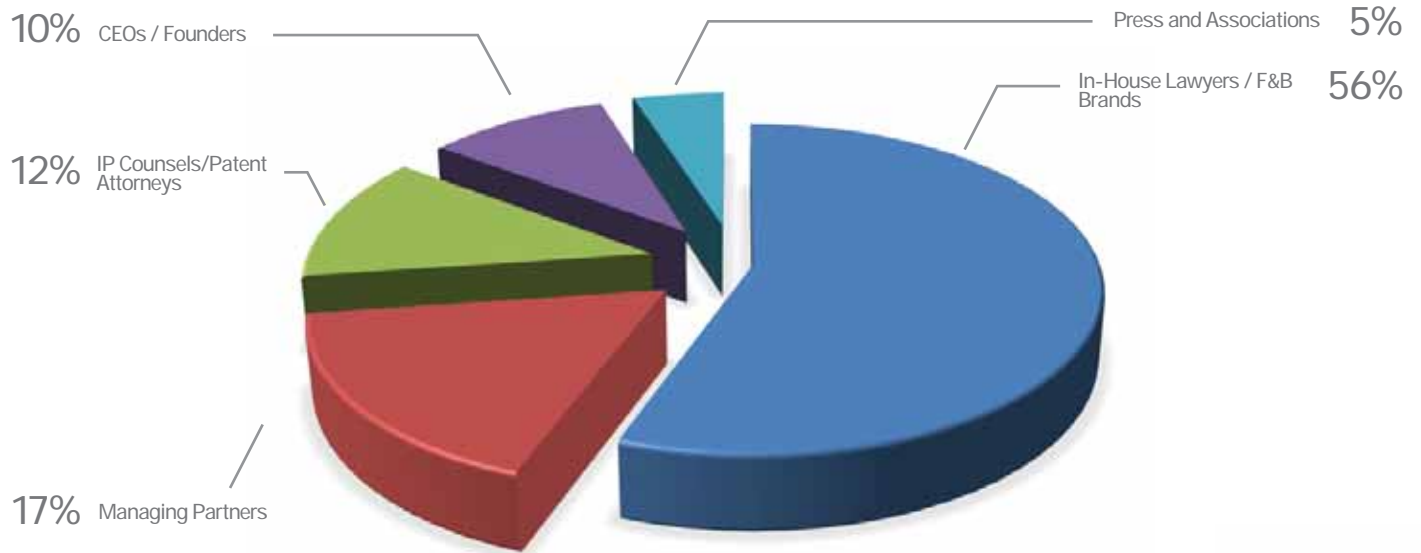


FBLIP KEYNOTE SPEAKER

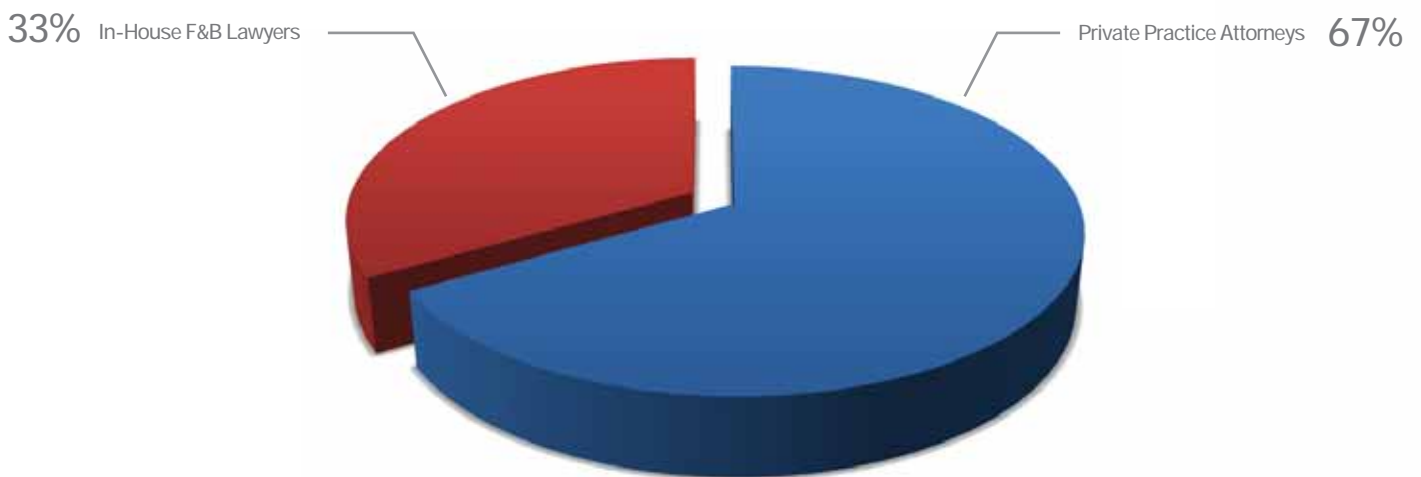
FBLIP SUMMIT SPEAKERS:

- Takanori Abe, Managing Partner, **ABE & PARTNERS**
- Eddy Leviten, Director General, **Alliance for IP**
- Amelia Rope, Founder, **Amelia Rope Chocolate Ltd**
- Nadine Archer, Senior Trade Mark Associate, **Baker & McKenzie LLP**
- Fiona Carter, Head of Food & Beverage Team, **CMS**
- Peter Whelan, Director, Audit and Investigations, **Food Safety Authority of Ireland**
- Alex Schofield, Senior Imports Policy Advisor, **Food Standards Agency**
- Ron McNaughton, Head of the Scottish Food Crime and Incidents Unit, **Food Standards Scotland**
- Natalia Stepanova, Partner, Lead Lawyer, **Gorodissky & Partners**
- Marianne Defernez, Senior Research Scientist, **Institute of Food Research**
- Nicola Bell, Head of Criminal Intelligence, **National Food Crime Unit (FSA)**
- Randy Liebowitz, Senior Legal Director, **Global Food Regulatory, PepsiCo, Inc.**
- Mathieu Prot, Group Intellectual Property Director, **Pernod Ricard**
- Ingrid Cope, Senior Legal Advisor, **Pernod Ricard UK**
- Niki Shokar, Brand Manager, **Pizza Hut UK & Ireland**
- Lindsay Low, Senior Legal Counsel, **Scotch Whisky Association**
- Cristina Rossi, Food Law Counsel Europe, **The Coca-Cola Company**
- Neil Fletcher, General Counsel, Food & Refreshment, **Unilever**
- Mark McCulloch, Founder & Group CEO, **WE ARE Spectacular**
- Dr Chris McDonald, Senior Associate, **Wilson Gunn**

**ATTENDEES BY JOB TITLE:**



**PRIVATE PRACTICE ATTORNEYS VS. IN-HOUSE F&B LAWYERS:**



## SAMPLE PARTICIPANT LIST:

- 24IP Law Group, Founding Partner
- 24IP Law Group, Managing Partner
- ABE & PARTNERS, Managing Partner
- Abel & Imray, Associate
- Advokatfirman Vinge KB, IP Counsel
- AHDB, Legal adviser
- Aistemos, Customer Success
- Al Parco restaurant, Managing Director
- Alfallah Ltd, Director
- Alliance for IP, Director General
- Amelia Rope Chocolate Ltd, Founder
- Anaqua, IP Business Manager
- ApiraSol GmbH, Managing Director
- Arancina, Director
- Baker & McKenzie LLP, Senior Trade Mark Associate
- Baker & McKenzie LLP, Partner
- Barker Brettell LLP, Patent Attorney and Partner
- Bawden and Associates, Patent Attorney and Director
- Billy Franks Ltd., Owner
- Bradburys Cheese, Account Manager
- Bragazzis, Owner
- British Hospitality Association, Events & Programme Manager
- Carluccio's, Health and Safety Manager
- Carluccio's, Food Safety and Technical Manager
- China IP Magazine, Chief Representative & Editor in EU
- CHINABRAND CONSULTING LTD, Senior Legal Consultant
- Cibosano Limited, Business Development Manager
- Cibosano Limited, Founder and Director
- CLAS Pesto, Direttore Generale
- CLAS Pesto, Customer Service
- CMS, Head of Food & Beverage Team
- Comvita Limited, General Manager
- Dairy Crest Limited, Legal Counsel
- Dairy Crest Limited, Legal Counsel
- Darts-ip, Business Development & Client Support, UK/Ireland and South Africa
- David Tagg & Co, Owner
- Dennemeyer & Associates, LLC Attorney at Law
- Dennemeyer & Co, Ltd Business Development Manager
- Diageo plc, Regional IP Counsel
- Diageo plc, IP Counsel - Europe
- Diageo plc, IP Paralegal
- Diageo plc, Trade Mark Attorney and Counsel Malts GBT
- DLA Piper UK LLP, Partner
- Donaldson Reeves/International Wine & Chocolate Importers, Sales & Marketing Director
- Dr. Oetker, National Account Manager - Profit Sector
- E.M.Hwang & Partners, Patent & Trademark Attorney
- Essential Nutrition, MD Europe
- Estom Ltd, Director
- EU Food Law, Managing Editor
- Evoca Drinks, Operations Director
- Ferrero UK & Ireland, General Counsel
- Fieldfisher, Senior Associate
- FineFoodBay, CEO
- Food Chamber of Slovakia, Director
- Food Safety Authority of Ireland, Director, Audit and Investigations
- Food Standards Agency, Senior Imports Policy Advisor
- Food Standards Scotland, Head of the Scottish Food Crime and Incidents Unit
- Foods River Ltd, Managing Director
- German Federation for Food Law and Food Science, Lawyer & Food Law Consultant
- Gorodissky & Partners, Partner, Lead Lawyer
- Herbert Smith Freehills LLP, Senior Associate, Intellectual Property
- Herbert Smith Freehills LLP, Senior Associate, Intellectual Property
- Hill Dickinson LLP, Senior Associate – Client Service Manager
- Indiano Pizza, Director
- Informa Group PLC, Director of Corporate Development
- Institute of Food Research, Senior Research Scientist
- Intellectual Property Magazine, Section Editor
- IPPro Patents, Account manager
- IPPro Patents, Reporter
- Jackson, Etti & Edu, Partner
- Kangxin Partners, P.C., Of Foreign Counsel
- Kangxin Partners, P.C., Trademark Attorney
- Kiren Group, Head of Operations
- La Pasta di Aldo, Owner
- La Pasta di Aldo, Business Manager
- L'Aquila, Director
- L'Aquila, Technical Manager
- Law & Business Ltd. (EKS Development), Leading Lawyer
- Lizi's Granola, Managing Director
- Loyens & Loeff CVBA, Counsel
- Loyens & Loeff CVBA, Partner
- Lucozade Ribena Suntory, Intellectual Property Lawyer
- Lucozade Ribena Suntory, Senior Counsel, Intellectual Property
- Marks & Clerk LLP, Partner
- Mathys & Squire LLP, Patent Attorney
- McDonald's Restaurants, Senior Legal Counsel
- Melisa Fine Brands, Managing Director
- Milkoyan Meat Plant, Lawyer
- Mills & Reeve LLP, Principal Associate
- Mills & Reeve LLP, Associate
- Mills & Reeve LLP, Food and Beverage Lawyer
- Montague Lane Investments Ltd, Managing Director
- Müller UK & Ireland, Legal Counsel
- Müller UK & Ireland Group, Legal Counsel
- National Food Crime Unit (FSA), Head of Criminal Intelligence
- NJO & Associates, Business Development Manager
- NLO Shieldmark, Trademark and Design Attorney
- NLO Shieldmark, Trademark Attorney
- Nonna Bellini, Founder
- North Beach Pizzeria Ltd., Owner
- OFO Ventura, Founding Partner
- Organico Realfoods Limited, Sales Manager
- Pakharensko & Partners, Managing Partner
- PepsiCo UK, Senior Legal Director
- PepsiCo UK and Ireland, Legal Director
- PepsiCo, Inc., Senior Legal Director, Global Food Regulatory
- Pernod Ricard, Group Intellectual Property Director
- Pernod Ricard Travel Retail Europe, Legal Advisor
- Pernod Ricard UK, Senior Legal Advisor
- Pernod Ricard UK, Legal Advisor
- Pimperial Wharf Ltd, National Accounts Manager
- Pimpernel Wharf Ltd, Director
- Pizza Express, Group Legal Counsel
- Pizza Express, Paralegal
- Pizza Hut, CPI Manager
- Pizza Hut UK & Ireland, Brand Manager
- Pizza Pilgrims, Director
- Pizza Union Restaurant, Owner
- Pizza Union Restaurant, Cluster, Manager
- PizzaRotondo srls, Manager
- Pizzeria Napolitana, Owner
- Pompure / The Pure Juice Company, Managing Director
- Pret A Manger, Head of Trademarks
- Red Pie Consulting, Principal
- Redd Solicitors LLP, Senior Associate Solicitor
- Reddie & Grose LLP, Patent Attorney
- SABMiller, Corporate Counsel
- SABMiller, Commercial Counsel
- Sacla UK Ltd, Marketing Director
- Sacla UK Ltd, Managing Director
- Sacla UK Ltd, NPD & Technical Manager
- Sandinista Ltd, Ops Manager
- Scotch Whisky Association, Senior Legal Counsel
- Simplee Aloe, Co-Founder
- Starbucks, Corporate Counsel
- Starbucks, Paralegal
- Starbucks EMEA, VP Legal
- Stobbs, Trade Mark Attorney
- Surgital, International Marketing Manager
- Tate & Lyle Ingredients Americas LLC, Corporate- Intellectual Property Counsel
- Tate & Lyle PLC, Director, Intellectual Property
- Tesco, Trade Mark Attorney – Brands, Innovation & Marketing
- Tesco Stores Limited, Senior Legal Counsel – IP and Marketing
- The Coca-Cola Company, Food Law Counsel Europe
- The Coconut Company UK (Ltd), Business Development
- Trattoria La Casa, Manager
- two2three2four limited, Design Director
- two2three2four limited, COO & CO-Founder
- two2three2four limited, CEO & CO-Founder
- two2three2four limited, Non-Executive Director
- UK Intellectual Property Office (IPO), Trademark Examiner
- VOSSIUS & PARTNER, Attorney-at-Law
- W & H Marriage & Sons Ltd, Company Director
- WE ARE Spectacular, Founder & Group CEO
- West End Drinks Limited, Co-Founder
- Wildbore & Gibbons LLP, Partner
- Wilson Gunn | Patent & Trade Mark Attorneys, Senior Associate
- Wilson Gunn | Patent & Trade Mark Attorneys, Marketing Executive
- Wilson Gunn | Patent & Trade Mark Attorneys, Trainee
- Winerist, Co-Founder
- Yungo, Managing Partner/Legal Consultant
- Zafra Pasta Bar And Grill, Owner

