



UNION OF EUROPEAN PRACTITIONERS IN INTELLECTUAL PROPERTY

UNION EUROPÄISCHER BERATER FÜR GEISTIGES EIGENTUM

UNION DES PRATICIENS EUROPÉENS EN PROPRIÉTÉ INTELLECTUELLE

# UNION-IP ➡ ROUND TABLE

Friday, 14 November 2025

## IP lessons learned from shoes



**The Eye Filmmuseum**  
**IJpromenade 1, 1031KT Amsterdam (NL)**

Organised by the UNION-IP Trademarks- and Designs Commissions  
with the support of the UNION-IP Netherlands national group

**Friday, 14 November 2025**

## **IP lessons learned from shoes**

Recently, a number of IP decisions relating to disputes about **shoes** have been issued by various national and European courts and IP offices across Europe. Such decisions are establishing important case law, and it is becoming increasingly clear that all so-called "soft IP" rights are used to protect creations and businesses. Such jurisprudence addresses issues relating to trademarks, designs, copyright and unfair competition. These decisions provide material that IP rights holders can use to protect their creations in other fields, both in and outside the fashion industry.

The **2025 UNION-IP Amsterdam Roundtable** aims to provide a forum for the presentation of the speakers' experience and jurisprudence arising in different European countries and at the EU level, and for the discussion of the possible implications and use of such jurisprudence on other subject matters.

We wish to explore how cumulative protection on the same product can be applied and enforced. How do prior art and other factors influence the validity and scope of protection? Are trademark rights **dynamic**, depending on use, and are design rights **static**, as they are considered at the time of filing? What are the respective functions of trademarks and designs, and why are the assessment criteria different?

Moreover, owning a registration does not guarantee the enforcement of IP rights or exclusivity over the shoe design. Case law shows instances where trademarks and designs for shoes have been **invalidated**. Additionally, objections are raised during the **enforcement** process regarding the distinctive nature and individual character of the claimed IP rights, which weakens their strength.

On this occasion, we will explore the **strategic filing** of trademarks and designs through the national, Hague and Madrid systems.

As in previous years, the presentations will cover different legal systems and jurisdictions, and we expect the subsequent discussions to be informative and inspiring for IP professionals and brand owners, offering valuable insights into brand strategy and protection.

## ➔ Programme

**10:00** Doors & Registration

**10:45** Welcome word

**Reinier Wijnstra**, President of UNION-IP, Patent Attorney / Partner,  
WijnstraWise Patents (NL)

**11:00** **SESSION I:**  
**Enforcement of trademarks and designs around Europe, important recent decisions**

**Moderators:**

**Alkisti-Irene Malamis**, President of UNION-IP Trademarks Commission, Attorney-at-Law / Partner, Malamis & Associates (GR)

**Brigitte Spiegeler**, President of UNION-IP Copyright Commission, Attorney-at-Law / Partner, Spiegeler International Attorneys-at-Law & Mediators (NL)

**Speakers:**

**Thomas Cuche**, Attorney-at-Law / Partner, DTMV Avocats (FR)

**Philipe Kutschke**, member of UNION-IP Trademarks Commission, Attorney-at-Law / Partner, Bardehle Pagenberg (DE)

**Rob Jacob**, Partner, Stephenson Harwood (GB)

**12:30** Lunch (for in-person attendees)

13:30 **SESSION II:**  
**Registration of trademarks and designs**

**Moderator:**

**Adam György**, President of UNION-IP Designs Commission, Attorney-at-Law / Partner, SBGK (HU)

**Speakers:**

**Iza Junkar**, Lawyer / Counsel, Hogan Lovells (Alicante) (ES)  
Multi jurisdiction design and trademark protection of shoes

**Matthew Ridley**, President of UNION-IP GB National Group; Patent Attorney / Partner, Boulton Wade Tennant (GB)  
Design protection in the UK and changes expected from the anticipated new UK Designs Framework

**Klaas Beks**, Trademark Attorney / Partner, Chieffier (NL)  
How to manage large trademark portfolios around the world

15:00 **Networking drink**

16:00 **End of the round table**

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## ➔ How to register

Complete the online registration form <https://tinyurl.com/2025-rt-2> before **07 November 2025**. The registration is free of charge but **mandatory**. The event capacity is limited to 75 in-person attendees. Only the **first 75 attendees** to register **in-person** will be able to attend. For online attendees there is no limit.

## ➔ Registration Fee (in-person & online)

Standard fee                **€ 150**

Reduced fee                **€ 110** (for **UNION-IP** members only)

## ➔ Heading towards the round table

The Eye Filmmuseum is directly opposite **Amsterdam Central Station**. When arriving at Amsterdam Central Station, **take the exit to IJzijde (IJ bank)** towards the ferry docks. **Take the ferry in the direction of Buiksloterweg (line F3)**. The 24/7 ferry service is free and leaves every few minutes. The ferry ride takes approximately five minutes. When debarking from the ferry the Eye Filmmuseum is the building on your left that looks like a futuristic white ship.

## ➔ Credits for permanent education

This event has not been previously accredited by a credit organisation for consultants and attorneys. Attendees can however obtain a certificate of attendance (6h) if correctly indicated in the registration form.

## ➔ Organisation

**UNION-IP** Trademarks- and Designs Commissions, with the support of the UNION-IP Netherlands national group

UNION-IP aisbl, Boulevard General Wahis 15, 1030 BRUSSELS

## ➤ What is UNION-IP ?

**UNION-IP** is an association of practitioners in the field of Intellectual Property, that is, of individuals whose principal professional occupation is concerned with Patents, Trademarks, Designs or Copyright and related fields, and who carry on their profession independently or as employees.

**UNION-IP** is a private international association that is not dependent on any national or international authority: it approves its own members, in accordance with its statutes, in total independence, and likewise decides on its own activities and its own budget.

**UNION-IP** aims to work on developments in Intellectual Property in Europe, especially by making submissions during the preparation of proposed laws and treaties, and to devote itself to the improvement of professional and personal understanding between European practitioners in the Intellectual Property field in different countries and different branches of the profession.

## ➤ What is a UNION-IP ROUND TABLE ?

This round table is co-organized by **UNION-IP**, offering the opportunity for practitioners to hear from authoritative speakers on topics of interest in the European and International IP field and, just as importantly, to interact with and influence them by feeding back their own practical experience.

The integral Question and Answer sessions and friendly discursive nature of the event lead to real exchange and development of views on both sides. Participants tend to find these practitioner-lead events a real and useful antidote to the more commercial seminars familiar to all.

If you are not yet a member of **UNION-IP** and would like to join this friendly, active and interesting organization please go to our website where you can join online. Membership also entitles you to reduced prices for other, **UNION-IP** events.

FOR MORE INFORMATION: **[WWW.UNION-IP.ORG](http://WWW.UNION-IP.ORG)**