



**UIA**

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

**IBERIAN LAWYER**



**LEADERS LEAGUE**



## Fashion Online – Legal and Contractual Trends and Challenges

FRIDAY, MARCH 28, 2014



# BARCELONA

## SPAIN



Seminar organised by the UIA with the support of the Barcelona Bar Association and Iberian Lawyer and Leaders League as media partners.



## Introduction

Fashion online is rapidly emerging. According to the latest figures, the online fashion market has doubled over the last five years, steadily replacing the traditional marketplace by the e-commerce.

There is no doubt that many in the fashion online industry have a need for lawyers with actual experience who understand not only the legal and contract issues at stake but also the business ratio behind.

The UIA seminar seeks to uncover the main legal and contract issues involved when selling goods, and in particular fashion goods, online by any of the current business models, featuring experts from many different countries: sales from a website managed and owned by the trademark owner itself, sales from a website managed and owned by the trademark licensee, sales from an external company specialized in online sales and in agreement with the trademark owner and sales from a totally unrelated organisation with regard to the trademark owner.

Online advertising, counterfeiting, free riders and consumer protection rights (for instance, returns) or parallel sales and social media, are some of the most critical issues for the fashion online market that will be addressed in the seminar and discussed by specialized lawyers jointly with online business representatives.

If you are in the fashion industry, or you are interested in online sales legal issues, this is a seminar you do not want to miss!

**We look forward to welcoming you to Barcelona !**

Thursday | March 27 | 2014

**19:30 WELCOME COCKTAIL**

**Il·lustre Col·legi d'Advocats de Barcelona**

Pati de Columnes – Palauet Casades

Mallorca 283 (corner Roger de Llúria / Mallorca)

08037 Barcelona



Friday | March | 28 | 2014

**08:30 – 09:00** REGISTRATION OF PARTICIPANTS

**Il·lustre Col·legi d'Advocats de Barcelona**  
8<sup>th</sup> floor  
Calle Mallorca, 283  
08037 Barcelona

**09:00 – 09:30** WELCOME AND OPENING OF THE SEMINAR

- **Stephen L. DREYFUSS**, *UIA President, Hellring Lindeman, Goldstein & Siegal LLP, Newark, NJ, USA*
- **Josep. ORIOL RUSCA NADAL**, *President of the Barcelona Bar Association, Barcelona, Spain*
- **Fabio MORETTI**, *President of the UIA Fashion Law Commission, Moretti Burgio, Milan, Italy*

**09:30 – 10:00** ONLINE ADVERTISING: BRAND ENDORSEMENT AND BRAND VALUE REPUTATION IN THE DIGITAL ERA

- **Daniela DELLA ROSA**, *Head of Luxury Department, RDR Law Firm, Milan, Italy*

**10:00 – 10:30** DATA PROTECTION COMPLIANCE: FASHION & PRIVACY – DO YOU KNOW YOUR CUSTOMER?

- **Elisabeth THOLE**, *Van Doorne Advocaten, Amsterdam, The Netherlands*

**10:30 – 11:00** COOKIES AND ONLINE BEHAVIORAL ADVERTISING

- **Silvia STABILE**, *Negri Clementi Law Firm, Milan, Italy*

**11:00 – 11:30** COFFEE BREAK

**11:30 – 12:00** A MARKET PLAYER: "VENTE PRIVÉE"

- **Fernando MAUDO ARRANZ**, *General Manager VP España, Spain*

**12:00 – 12:30** SOCIAL MEDIA AND ONLINE REPUTATION: "KEEP CALM AND STAY COOL AT SOCIAL MEDIA"

- **Cristina MESA**, *J&A Garrigues, S.L.P., Barcelona, Spain*

**12:30 – 13:00** LOGISTICS: "THANK YOU FOR CALLING" THE IMPORTANCE OF LOGISTICS – HOW ONLINE CAN GO OFFLINE SO EASILY

- **Stephen SIDKIN**, *Fox Williams LLP, London, UK*

**13:00 – 13:30** COUNTERFEITING ON INTERNET

- **Martine KARSENTY RICARD**, *Cabinet J.P. Karsenty & Associés, Paris, France*

**13:30 – 15:00** LUNCH

**15:00 – 15:30** A MARKET PLAYER: "KERING"

- **Federico BARBIERI**, *Kering Group, Senior Vice President Digital and eBusiness, Paris, France*

**15:30 – 16:00** CONSUMER'S RIGHTS: STRENGTHENING CONSUMERS RIGHTS ONLINE, A SETTLED LEGISLATIVE TREND

- **Julia SENIOR**, *Bonn & Schmitt, Luxembourg, Luxembourg*

**16:00 – 16:30** RIGHTS GOVERNING LAW AND JURISDICTION: BECAUSE YOU ARE ONLINE, IT DOES NOT MEAN THAT LAWS AND COURTS DON'T MATTER

- **Francisco RAMOS ROMEU**, *Ramos & Arroyo Abogados, S.A., Barcelona, Spain*

**16:30 – 17:00** COFFEE BREAK

**17:00 – 17:30** PARALLEL SALES: A COMPETITION LAW PERSPECTIVE

- **Pedro CALLOL**, *Roca Junyent S.L.P., Barcelona, Spain*

**17:30 – 18:00** LIABILITY: RISKS AND LIABILITIES IN E-COMMERCE

- **Jordi BACARIA**, *President of the Intellectual Property and Image Rights Section of the Barcelona Bar Association, Spain*

**18:00 – 18:15** CONCLUSIONS AND FAREWELL

- **Stephen SIDKIN**, *Vice President of the UIA Contract Law Commission, Fox Williams LLP, London, UK*

# Organising Committee

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## General Information

### SEMINAR VENUE

**Il·lustre Col·legi d'Advocats de Barcelona**  
8<sup>th</sup> floor, Calle Mallorca, 283  
08037 Barcelona, Spain  
T +34 93 496 18 80

### REGISTRATION FEES

	UIA Member		Non Member	
	≤ 27.02.2014	> 28.02.2014	≤ 27.02.2014	> 28.02.2014
STANDARD REGISTRATION	€ 350*	€ 400*	€ 400*	€ 450*
YOUNG LAWYER (<35)**	€ 300*	€ 350*	€ 350*	€ 400*
SPANISH LAWYERS	€ 50 reduction on the standard registration fees			

\* The VAT (21%) can be applied to the amount here above according to the European Directive 2006/12/CE of November 28, 2006. For more information, please contact the UIA.

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

These fees cover participation in the welcome cocktail, participation in the seminar, coffee breaks, lunch on Friday, March 28, 2014, as well as the documentation of the seminar. 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

## LANGUAGE

## HOTEL ROOM RESERVATION

Every participant attending the seminar will receive a "Certificate of Participation" at the end of the event that may be used for obtaining "Credits" for "Continuing Legal Education" – "Continuing Professional Development" purposes, depending on national rules.

For more information, please contact the UIA.

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

A limited number of rooms have 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 987 (4*) at 100 meters from the Bar</b> Calle Mallorca 288 Barcelona, Spain T +34 93 476 33 96 F +34 93 476 33 94 E reservas@987barcelonahotel.com www.987hotels.com	Double room single use <b>EUR 119 + VAT 10%</b> Double room <b>EUR 130 + VAT 10%</b>  <b>Breakfast included</b> VAT & Touristic Tax NOT included (currently @ € 1.21/pers./night) Please download the hotel reservation form from our Website: <b>www.uianet.org</b>
<b>Majestic Hotel &amp; Spa (5*) at 400 meters from the Bar</b> Paseo de Gracia, 68 Barcelona, Spain T +34 93 488 17 17 Reservations +34 93 492 22 44 E info@hotelmajestic.es www.hotelmajestic.es	Double room single use <b>EUR 189</b> Double room <b>EUR 219</b>  <b>Breakfast and VAT included</b> Touristic Tax NOT included (currently @ € 2.48/pers./night) Please download the hotel reservation form from our Website: <b>www.uianet.org</b>
<b>Hotel Catalonia Barcelona Golf (3*) at 1.4 km from the Bar</b> Travesera de Gràcia, 72 08006 Barcelona, Spain T +34 93 238 68 28 F +34 93 238 72 39 E barcelonagolf@hoteles-catalonia.es www.hoteles-catalonia.com	Double room single use <b>EUR 65</b> Double room <b>EUR 85</b>  <b>Breakfast and VAT included</b> Touristic Tax NOT included (currently @ € 0.72/pers./night) Please download the hotel reservation form from our Website: <b>www.uianet.org</b>

## CANCELLATION CONDITIONS

## VISAS

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 February 27, 2014**. 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 February 27, 2014** 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 February 27, 2014**.

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 whatever 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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# Fashion Online – Legal and Contractual Trends and Challenges

Friday, March 28, 2014

**BARCELONA, SPAIN**

## REGISTRATION FORM

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

or please complete and return this form before March 14, 2014, by email, fax or post, to:

**UNION INTERNATIONALE DES AVOCATS**

25 rue du Jour, 75001 Paris, France

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



Register online

### UIA INDIVIDUAL MEMBERS

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

MI - - - - -

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...): .....

### A. SEMINAR REGISTRATION FEES

	UIA Member		Non Member	
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\*\* Please attach proof of age to the registration form to benefit from young lawyer fee.

## B. SEMINAR SOCIAL ACTIVITIES

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

- Welcome Cocktail – Thursday, March 27, 2014  
 Lunch – Friday, March 28, 2014

## C. TOTAL

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

TOTAL (A) Excl. VAT € .....

VAT if applicable (21%)\* € .....

TOTAL (A + VAT) € .....

\* The VAT (21%) can be applied to the amount here above according to the European Directive 2006/12/CE of November 28, 2006. For more information, please contact the UIA.

## D. CANCELLATION CONDITIONS

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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.

## E. METHOD OF PAYMENT

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- By cheque in € payable to the UIA, addressed to: UIA – 25 rue du Jour – 75001 Paris – France
- By bank transfer in €, without charges to the payee, in favour of the Union Internationale des Avocats, quoting “2014 Barcelona 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       Eurocard / 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: .....