

World IP Review events - Updated agenda released for San Diego Trademarks conference

Tuesday 13 August, 2024

In such a volatile period for the industry, trademark owners must find a way to protect their IP as competitors – and infringers – embrace AI, new challenges continue to emerge across several jurisdictions, and overcoming infringement online remains incredibly complex. This must all be done in the face of shrinking budgets and headcount.

WIPR Trademarks conference (September 5-6, Hilton Gaslamp Quarter, San Diego) presents a unique opportunity for the industry to come together and discuss how these issues can be overcome. The recently updated agenda shows the topics for discussion at the event next month.

View the [timed agenda](#) now

Delegates will hear real case studies from some of the most innovative and largest companies who are future-proofing their brand and leave with a clear blueprint for success as industry thought leaders share the strategies and tactics they have used to stay ahead of their competitors.

Attendees at the event will:

- Join the discussion on the latest innovations in trademarks with speakers from NBCUniversal, Western Digital, Olaplex, Takeda Pharma, Redbubble, TurtleTree, Pure Storage, and more in keynote presentations and panel discussions.
- Hear from leaders from the industry including Sheryl Carlin Executive Director of Licensing at Paramount Pictures, Lauren Dienes-Middleton SVP, Deputy General Counsel at WWE, and Neil Peretz, Head of Legal at Automattic.
- Delve into pressing issues including AI, effective enforcement strategies, and multi-jurisdiction challenges with thought leaders and experts in our deep-dive roundtable discussions.

And so much more.

View more on the event website [here](#).

We look forward to welcoming attendees to what promises to be the must attend event for trademark owners this year.

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