

REGISTRATION FORM

- a) I will take part in the seminar on 4 May 2017
BRANDING IN THE DIGITAL WORLD : SEEN THROUGH LEGAL EYES
- b) I am a member of LES-CH (fee: CHF 90.-)
 I am not a member of LES-CH (fee: CHF 180.-)
 I am not yet a member of LES-CH, but would like to become a member (annual subscription fee : CHF 180.-) in order to benefit from the reduced tariff of CHF 90.- for further seminars. I herewith apply for membership of LES-CH.

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Complete and return to : Pestalozzi Avocats SA, Cours de Rive 13,
1204 Genève, by mail, by fax 022 999 96 01 or by email at mail@les-ch.ch

BRANDING IN THE DIGITAL WORLD : SEEN THROUGH LEGAL EYES

Thursday 4 May 2017

13h45 – 17h45



LICENSING EXECUTIVES SOCIETY
SCHWEIZ SUISSE SVIZZERA SWITZERLAND

Maison de la Communication
Lausanne

BRANDING IN THE DIGITAL WORLD : SEEN THROUGH LEGAL EYES

Thursday 4 May 2017, 13h45 - 17h45
Maison de la Communication, Lausanne

What should you pay attention for when a company sets up a digital project to market its products and services?

We wish to discuss the relevant legal questions based on a concrete scenario: a company launches a new brand and plans to reach out to consumers through social media, while offering the products through a webshop. At the same time the company is developing a mobile application for its customers to promote these new branded products and services.

It is therefore essential for the company to measure the consumers' preferences and needs.

All these projects have legal implications, such as:

- how to make sure a contract with a developer will grant sufficient rights for the company to develop the application?
- how to create a trusted environment with a brand while supporting consistent use of the registered trademark?
- how to control – or limit - possible infringements?
- how to keep data secure when this data is hosted externally?

To debate these topics, we are gathering three experienced speakers coming from the industry and an agency along with three knowledgeable legal experts in the field of digital, internet and cybersecurity.

13 h 45 Registration

13 h 55 Introduction

14 h 00 **Project 1 : consumer facing initiative**
David Smadja, Nestlé, Vevey

Digital strategies and tools are essential to market products to the consumers. David Smadja will explain the objectives and challenges of a project by highlighting the importance of the brand online, the relationship with the various stakeholders and how to obtain a return on investment for the company.

14 h 20 **Project 2 : customer facing initiative**
Roberta Limone, Zurich Insurance Company Ltd, Zurich

When developing a digital project in a regulated environment, there are even more check points to consider than in a non regulated market. Roberta Limone will discuss the value for a company to develop its own digital assets marketed to customers and partners and share her experience.

14h 40 **Project 3 : from a agency perspective**
Michael Kamm, Agence Trio, Lausanne

Digital is part of a global ecosystem. Michael Kamm will talk about how to integrate the launch of a new brand for a webshop or a mobile app into a global communication ecosystem, which involves not only social media but also print, TV, guerilla marketing, PR and so on.

- 15 h 00 **Legal options with respect to digital projects**
Caroline Perriard, BrandIT Consult, Zurich/Lausanne
- Digital strategies bring opportunities but also risks. Caroline Perriard will discuss how to assess these legal and compliance risks so companies can select pragmatic options when developing their strategies*
- 15 h 30 **Contractual and intellectual property implications**
Sevan Antreasyan, Lenz & Staehlin, Geneva
- The way from inception of a new brand to actually offering products and marketing them through an App and social networks is paved with legal issues. Sevan Antreasyan will discuss these issues (in particular those related to contracts and intellectual property) with a focus on App development agreements and trademark law.*
- 16 h 00 **Pause**
- 16 h 30 **Cyber security; what is relevant for consumers and customers facing initiatives**
Solange Ghernaouti, Prof. Lausanne University, Dir, Swiss Cybersecurity Advisory & Research Group
- Under the cover of great user's experience and of service's personalisation we let our data be used by service's provider. So what is the meaning of cyber security ? What consumers and customers have to know about risk and security? What are the role and responsibilities of each actors ? What are the stakes and challenges of cyber security taking into account that going online is de facto accepting risks? These are some of the questions that will be answered by Professor Ghernaouti.*
- 17 h 00 **Round Table**
- A discussion and question and answer session with a panel including the **speakers** animated by **Me Michèle Burnier**, Pestalozzi, Geneva
- 17 h 45 End

GENERAL CONDITIONS

1. **Registration**
Please register by email at mail@les-ch.ch, per mail at LES-CH, Pestalozzi Avocats SA, Cours de Rive 13, 1024 Genève, or by fax 022 999 96 01, **before 25 April 2017**.
2. **Confirmation – Payment**
Written electronic confirmation accompanied with a postal pay slip will be sent after receipt of your registration request.
3. **Cost**
The cost of the seminar is **CHF 90.-** for LES-CH members and **CHF 180.-** for non-members. It includes documentation and refreshment served during the break.
4. **Cancellation**
In case of cancellation **after 30 April 2017** or non appearance, the subscription fee will not be reimbursed.
5. **Date and location**
The seminar will take place on Thursday 4 May 2017 starting at 13h45 at the « Maison de la Communication », av. de Florimont 1, 1006 Lausanne.
Train: 10 minutes on foot from Lausanne Train Station
Closest parkings: “Bellefontaine” and “Mon-Repos”.
6. **For more information**
Please contact LES-CH, c/o Michèle Burnier, tel 022 999 96 00 or per email at mail@les-ch.ch