

Brand protection? Because it's worth it

The Marriott, Inverness Wednesday 5th September 2007

Programme

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|------------------------|--|
| 11.45 – 12.00 | Registration |
| 12.00 – 12.15 | Introduction & Overview of Brand Development
Highlighting the value of brand development in today's economy

Jamie Watt Solicitor
Harper Macleod LLP |
| 12.15 – 12.45 | Case Study: Brand Development for New Ventures
Discussing the key steps in brand development and protection that all new businesses should consider

Ibrar Chishti Solicitor
Harper Macleod LLP |
| 12.45 – 13.15 | Case Study: Ongoing Brand Protection & Management
The ongoing process of Brand Protection & Management for established businesses

Tom Thomas Partner
Harper Macleod LLP |
| 13.15 – 13.30 | Questions & Answers |
| 13.30 - Onwards | Refreshments & Buffet |

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