



Lunchtime Webinar: Monday 17 June 2024, 1 pm to 2.00 pm (CET)

The LIDC will be holding a joint lunchtime webinar with Nex Gen on **Monday 17 June 2024 from 1pm to 2.00 pm (CET)**

Leo Longauer has kindly agreed to speak on the following:

“Online Brand Protection: why is it important and what are the specificities; recent trends and technological developments”

The webinar will address the different forms of online infringements, the historical developments of online counterfeit and latest trends: what can be done from a legal and practical point of view. Leo Longauer will also address the importance of relevant IP rights, the appropriate level of monitoring and take down measures, as well as other possible remedies. Finally, Leo Longauer will discuss what KPIs should be fixed, as well as the importance of Online 2 Offline actions.

Leo Longauer, Director Brand Protection at LVMH in Paris and is responsible for overseeing anti-counterfeiting operations and teams for 29 Maisons of the LVMH group. This includes online brand protection programs as well as offline actions around the world. Advocating the importance of brand protection measures with law enforcement authorities, online platforms and other private and public stakeholders is also part of this work. Prior to joining LVMH, Leo was VP of IP at Swarovski, Head of Group IP at UBS and chef de section at the Swiss IPO. Leo holds a Master of Law degree from the University of Berne and an LLM in IP Law and Management from the University of Strasbourg (CEIPI).

LIDC Members/Non-members: Please register via the [LIDC website](#). The webinar is free for LIDC members, whilst there will be a registration fee of €30.00 for anyone wishing to register who is not a member.

CLA Members: to register for this event, please email the CLA Administrator: admin@competitionlawassociation.org.uk. **The event is free for CLA members.**

An online link to join the webinar will be circulated via email to all those who have registered. The webinar will be conducted in English.

Registration will close midday on Friday 14 June.

Nathalie Lobel-Lastmann
General Secretary, LIDC
Committee Member, CLA

Pranvera Këllezhi
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