

3RD ANNUAL GALA GLOBAL MEETING

AALA REGIONAL MEETING

May 11 - May 13, 2005

New York City

1. INTRODUCTION

All members introduced themselves, their firms and their areas of expertise.

We gave the official welcome to the new four Firms that joined GALA (AALA) in 2005. (Dominican Republic, Guatemala, Nicaragua and Bolivia)

2. SUMMARY OF SANTO DOMINGO REGIONAL MEETING.

Roberto Arochi from Mexico summarized the main issues discussed and agreed in Santo Domingo during the Regional Meeting of AALA (ASIFI 2004). The minutes of the Santo Domingo meeting were prepared by Roberto Arochi and divulged by Valdir Rocha a few days before the New York meeting.

3. MAIN TOPICS DISCUSSED DURING THE AALA MEETING IN NEW YORK CITY

a. Referrals between AALA members.

This issue was analyzed and we concluded that it is important to promote initiatives of work referrals between AALA Firms. For that purpose the discussion was focused on the protocols concerning the way work should be assigned and the referred Firms should answer, meet deadlines, exchange fee schedules, among others.

We shared detailed information about referrals received by all AALA members during the semester. We concluded that the number of referrals has increased since the last Regional Meeting, not only in the advertising law area but also in areas such as patent, trademark, food & drug, art law, distribution etc.

b. Trade Dress violation in México.

Regarding the potential infringement of the GALA's rights in a website launched by a Mexican Firm from Leon named Global Lawyers Alliance, the decision was not to proceed against said Firm because the contingency was finally found minor

c. GALA exposure in the Dominican Republic Regional Meeting.

The GALA presentation was very well evaluated by the audience. The idea is to continue showing GALA's knowledge in order to promote the niche of advertising and promotion law among companies and the general audience. The developed countries are aware of the necessity to have legal assistance on these matters but Latin America is still behind, so one of the AALA (GALA) tasks should be to support this knowledge and make corporations and the other players of the market aware of advertising and promotion regulation developments worldwide.

d. ANA MEETING – NY.

The AALA members who were present in the ANA Meeting in New York in January 2005, reported the success of our panel on comparative advertising and the large number of companies represented in the audience. There were more than 100 participants.

e. AALA'S PUBLISHING COMMITTEE.

We discussed about the vital role that this Committee should have in the expansion and growing process of GALA. We need to agree on a strategy that ensures regional and global coverage, like GALA website and AdLaw By Request from ReedSmith.

Then we discussed about the local strategies and courses of action that each member of AALA should face. Regarding the above all AALA members agreed that is mandatory to have a global strategy and map so each associate can work on the same idea in their respective country.

We agreed that each AALA member will be responsible for producing one article on advertising law per year. This will give us more than one article per month. The Publishing Committee, formed by Ricardo Antequera from Venezuela and Ricardo Duarte from Colombia, will coordinate the search for space in advertising and marketing magazines and law reviews for publication of our articles. They will be in contact with the new PR Agency hired by GALA in New York for this purpose.

Every AALA member will also look for space for publication of our articles in local magazines and law reviews. Articles will be written primarily in English for publication in international, Canadian and U.S. magazines but articles in Spanish, Portuguese and French will also be necessary for publication in domestic magazines.

Texts other than articles:

- We decided that we will need to write not only articles but also short notes concerning advertising issues.
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- Comments on court decisions.
- Technical opinions for the legal world.
- Papers.

Strategic Plan

- The Publishing Committee will provide us with a Strategic Plan for this project.
- It will determine the topics each member will write and will establish a schedule of deadlines.
- The Publishing Committee should make the follow up process in order to ensure the success of this essential project.
- If we do not succeed in finding space for the publication of our articles, the Publishing Committee will present a proposal to AALA members for the publication of our own magazine. If we do not have the resources to have our own magazine published, we will place our articles in GALA's website at the end of each year.
- Canada proposes to use the country reports material in order to create the first stock of publishing material.
- Costa Rica proposes to agree on a schedule with deadlines for each AALA members. Said schedule means:
- Publishing Committee will work with PR Agency to find space in marketing magazines in all AALA jurisdictions throughout the year.
- Participants suggested 15 topics for articles to be published by Publishing Committee. Topics are the following:

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| <ul style="list-style-type: none"> - Advertising to children - Comparative advertising - Advertising on cell phones - Privacy in advertising (spyware) - Data protection |
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- **Legal measures to stop deceiving advertising**
- **Use of 3rd parties marks in advertising**
- **Strictly regulated advertising (tobacco, alcohol, prescription drugs etc)**
- **Impact of trade treaties on advertising**
- **Food advertising - obesity**
- **Deceptive pricing in advertising**
- **Class actions in advertising**
- **Government advertising**
- **Advertising Fees**
- **Copyright in advertising (moral rights)**

- **Deadlines for this project.**

June 15th: Deadline for members to volunteer to write articles. Send e-mail to Publishing Committee (Ricardo Antequera from Venezuela and Ricardo Duarte from Colombia).

July 1st: Publishing Committee assigns topics to members, taking into consideration the volunteers, and assigns deadlines for each one. One article per month. One article per country. If there are no volunteers to all topics, or more than one per topic, Publishing Committee will have the powers to decide which member will write each article.

f. NEXT REGIONAL MEETING.

Participants decided to change the venue of the next regional meeting from Naples to Punta Del Este, in view of the larger number of associates who would be able to attend the meeting in Uruguay. GALA URUGUAY will circulate details on the meeting before August, 2005 and will arrange a meeting room for AALA's Regional meeting at the Conrad Hotel or nearby and will also organize a barbecue party for AALA members and their guests, if any. The cost of the Barbecue Party will be discussed with Stacy Bess and if GALA does not have funds for this, the cost will be shared by the AALA members present in the Regional Meeting in Punta Del Este, unless GALA URUGUAY finds a sponsor for the venue.

g. VARIOUS.

Valdir Rocha brought the German issue to discussion but participants were satisfied with Doug Wood and Brinsley Dresden's memorandum.

Minutes prepared by Rodrigo Albagli of GALA CHILE and reviewed by Valdir Rocha of GALA BRAZIL.

Santiago and Rio de Janeiro, May 31st, 2005.