

**Minutes of the meeting of the
REGIONAL AALA MEETING
Atlanta, Georgia
April 30, 2004**

PRESENT:

1. Argentina – Dámaso Pardo
2. Brazil – Valdir Rocha
3. Canada – Genevieve Marcotte
4. Chile – Rodrigo Albagli
5. Costa Rica – Uri Weinstock
6. México – Roberto Arochi
7. Paraguay- Hugo Berkemeyer
8. Puerto Rico – Silvia Rico
9. Uruguay – Rafael Zerbino
10. Venezuela – Ricardo Antequiera

Absent:

1. Caribbean Commonwealth- George Moore (G Moore Law Office)
2. Colombia- Felipe García (Duarte García & Asociados)
3. Ecuador – Rodrigo Bermeo (Bermeo & Bermeo)
4. Perú- José Barreda (Barreda Moller)

Joined meeting at end:

1. US – Douglas Wood (Global President)

1. **Quorum** was determined: Present 10 members out of 15.
2. **Debriefing of past AALA regional meeting** in Mexico (Nov 2003)
 - a. Minutes were read, discussed and approved.
 - b. Reviewed membership obligations to attend the global as well as the regional meetings & discussed that it is an excellent opportunity to :
 - Learn from each other on recent industry issues
 - Identify network concerns,
 - Review the results of the network and share notes on ongoing GALA projects in which we may have been involve throughout the year
 - Discuss country reports

- Put minds together / brainstorm together for future projects to maximize the sale of GALA
 - c. Reviewed membership dues status as per information provided by coordinator and aired member's concerns of lack of significant work to date.
3. **Atlanta Roadshow:** We discussed the event. Members present that had arrived Atlanta earlier and where present at the Atlanta Roadshow exchanged impressions regarding the results of the seminar :
- i. **Content** was found to be pertinent, interesting and a most useful opportunity even for the GALA lawyers that attended to understand and compare --first hand --significant issues being discussed and regulated in various jurisdictions in a way that does not necessarily come across in Country Reports. We discussed the possibility to interject these kind of graphic and practical exchanges in the form of internal seminars AMONG GALA lawyers, at the GLOBAL meetings as an additional learning experience/tool for the members themselves. The roadshow also gave members food for thought for their own types of client presentations at home. Members in attendance of the roadshow described the event to those who had not been able to attend.

Present at roadshow:

Uri, Valdir and Silvia as panelists.

Roberto, Dámaso, Ricardo, Hugo, Genevieve, Rodrigo in audience.

- ii. Attendance from potential clients was found to be skim and in consequence, network opportunities. Members asked to know what procedure had been used to extend invitations. We discussed the procedure followed as: (1) emailing communications around GALA to solicit for lists of potential invitees to which some few members responded; (2) drafting of a letter of invitation; (3) email and mail blasting to those by our coordinator as well as follow up calls by coordinator (4) no seminar entry fee was collected; (5) Doug Wood had made the extra effort to bring in some existing clients in the Atlanta area. (6) there was a good representation of GALA members around the world and the event made others interested in representing their country/region in future similar events. (7) some discussed whether or not Atlanta was perhaps not the most attractive venue for the event.

The low turnout would be a topic for discussion at the global

meeting next day and an opportunity to bring forward any such suggestions to make the event a better attended event as we intended to repeat the seminar.

iii. As a result of the above

- various members expressed their wish that the graphics be made available to them with brief legal commentary to each for further internal study, potential use in own GALA promoting events at home .
- The following topics were proposed by the members as important to create written articles and graphic examples of advertisements for ASIPI seminar and other venues:
 - a. Comparative Advertising
 - b. Product Placing (new to jurisdictions)
 - c. Advertising over the Internet
 - d. Trademark topics: semi-descriptive (“weak marks”); secondary meaning.
 - e. Regulated products/areas (drugs, tobacco, alcohol, telecommunications)
 - f. Data collection / initiatives to protect privacy
 - g. Children & advertising

4. **Mexico event:** Mexico colleague, Roberto Arochi proposed as an activity for this year, an invitation to Mexico for a similar GALA seminar to a group of potential clients of his office which could have work for other AALA members.

- Roberto Arochi (Mexico) will design the idea for the event. He plans to arrange it for the latter part of the year, but cannot determine dates at this time because he is also organizing the opening of his new office facilities.
- Ricardo Antequiera (Venezuela) will work with Roberto to organize this event.

5. **ASIPI – Nov 2004:**

Hugo Berkemeyer (Paraguay and President of ASIPI) formally extended his invitation to have a similar GALA seminar at the Nov 2004- ASIPI annual meeting in Dominican Republic. Dates were identified as sometime between Nov 14– 17, 2004 and time allotted would be about 1 hour – 1 hour and a half. Invitation would be passed along at the Global meeting next day.

SR asked Mr. Hugo Berkemeyer to discuss the composition of the ASIPI potential audience which was described by Hugo as composed of 600-800 members among inhouse counsels and associate companies

Hugo also informed that he believe the topics to be of interest as that particular audience while versed in general IP matters place an emphasis in trademarks, while issues on copyrights are usually not discussed as extensively and issues in advertising are seldom discussed as done by GALA.

- Hugo (Paraguay) will confirm the exact date and times in order to coordinate up to three (3) speakers.
- Silvia (PR) and Dámaso (Argentina) will coordinate the speakers and requirements from ASIPI and panelists need for the event.
- Valdir (Brazil) and Uri (Costa Rica) will coordinate topics and discuss these with Doug and the other potential panelists.

Emphasis was placed on the fact that we should be able to incorporate Latin American / Canadian examples of advertising confronting legal obstacles as well as regional / national societal concerns.

- (ALL) Members were given the assignment to secure graphic samples to add on to the existing library of advertisements in Doug's possession.

6. New Projects to promote GALA services and GALA brand recognition:

a. Brochure –

- i. SR suggests translation of brochure to reflect various languages in AALA and opens the floor for discussion. Members (Chile, Venezuela, Mexico, Costa Rica among other) expressed the need to have materials in the Spanish language, identifying GALA potential services. We discussed that the content of the brochure has already been approved and could serve as an excellent calling card for new business initiatives, mail blastings to clients and local association leaders, as well as an important piece for GALA brand recognition at ASIPI.

Genevieve (Canada) and Valdir (Brazil) were probed on their opinion to ascertain if translation into French and Portuguese would be equally useful or attractive. Both agreed and offered to have their respective offices translate the brochure.

- Genevieve (Canada) 's office will translate brochure to French and will forward the same to Stacy Bess and to French GALA colleague to collaborate for a final product that can be used in Canada and in France to reduce costs.
- Valdir (Brazil) 's office will translate into Portuguese and do the same with Stacy and GALA colleague from Portugal.
- Dámaso (Argentina)'s office will coordinate with Silvia (PR) and Uri (Costa Rica) for a final product in Spanish.
- Dámaso (Argentina) will identify costs for reproduction in Argentina and will forward information to Stacy Bess to compare pricing to obtain the lowest possible.

The translation will be made part of the original brochure in the form of an leaflet / insert because members agree with SR that while reaching out to potential clients in their native tongue is absolutely necessary to clearly communicate GALA's potential at this stage of GALA development, maintaining the English version of the brochure is also essential for 2 reasons:

1. will relay the message that GALA is not regional but global , that all GALA attorneys can effectively communicate in the global

language of commerce: English

2. will probably even give each Latin American GALA member an edge in their legal arena back home. Ricardo (Venezuela) and Roberto (Mexico) agree.

So in the end the message perceived will be that not only is GALA versed in English but is literally multilingual, such as their clients and client's advertising.

Important: This is why close attention must be placed to attain accurate translations, correct translation of nuances and tone to the advertising message in the brochure is of the essence.

The project is approved unilaterally and will also be introduced in the global meeting tomorrow.

- b. **Promotion efforts:** Each member will identify leading associations and publications in their respective countries to address the GALA services, and will inform SR. Discussion is held to review manners in which each member firm can promote GALA in their individual countries : Websites; Footnote message to emails; Direct mailings / emailings to existing clients; Cross reference of clients with another GALA member firm; firm ad in newspaper or specialized journals / publications; simply writing articles for a specific publication and describing the firm's expertise and relation to GALA. Brochures are available in English – email or call Stacy Bess to secure these for your promotional efforts.

c. **Integration of brand companies into GALA:**

- i. **Control:** The issue of control was the first to be brought up by the members: not wishing to lose control over the organization as has occurred in other organizations. INTA is brought as an example except that it was the other way around. Lawyers overpowered the organization when it was initially devised to be brand dominant. The concern will be brought at global meeting but members were reassured that the members would continue to be the selected law firms/lawyer; that executive committee discussions had concluded that existing bylaws would be protected (as it refers to this issue of control) and the premise of one firm per country. Members were reassured.
- ii. **Content:** Provide new corporate/brand members with content in website and seminars. Group discusses that they are giving out too much information for free in the form of country reports and these

should be kept internally or for benefit of paying new brand company members.

- iii. Approval: Unilaterally approve the introduction of brand companies to GALA to improve paying jobs, as well as to keep up to date on new issues / problems faced by various types of advertisers.

7. Nominations and Election of President Elect .

SR & Genevieve informed status on colleague Ms. Wendy Reed (Canada) 's resignation as President Elect. Nominations are taken. Congratulations: Mr. Valdir Rocha (Brazil) is confirmed as President Elect.

Mr. Hugo Berkemeyer is excused from the meeting.

8. Discussion of Country Reports.

9. Meeting is adjourned.