

Minutes of the Punta del Este AALA Meeting

In the city of Punta del Este at 9:30 a.m. of November 19, 2005, the Punta del Este AALA Meeting was held at the Hotel Jean Cleavers located in Punta del Este, Uruguay. The following members participated in the Assembly.

1. Ricardo Alberto Antequera in representation of Venezuela
2. Damaso Pardo in representation of Argentina
3. Micaela Mujica in representation of Peru
4. Rafael Zerbino in representation of Uruguay
5. Valdir Rocha in representation of Brazil
6. Gabriela Lessa in representation of Brazil
7. Alvaro Carrau in representation of Uruguay
8. Jacqueline Urquiola in representation of Paraguay
9. Guy Bendaña in representation of Nicaragua
10. Rodrigo Bermeo in representation of Ecuador
11. Alexandra Blanco in representation of Bolivia

Counting with the quorum required to install the meeting, the Assembly was legally installed under the presidency of Valdir Rocha that continuously set forth the subsequent Agenda and appointed Alexandra Blanco as secretary of the Assembly.

AGENDA

FIRST. - Brief introduction of the present members

SECOND. - Report of the editorial committee

THIRD. - Report of the referrals

FOURTH. - Countries which lack representatives

FIFTH. - Various Matters

FIRST.

Valdir Rocha welcomed those present and asked each member to briefly introduce himself/herself and give a brief background of the firm they represent. Subsequently, each member introduced himself/herself and briefly spoke about the firm and country they represent.

Valdir Rocha thanked the members and continued with the agenda.

SECOND.

Continuously, Valdir Rocha asked Ricardo Antequera, to issue the report of the editorial committee for the current period.

Ricardo Antequera reported that most of the countries responded to the distribution of subject for the articles, however only the following countries delivered the actual article:

- Argentina
- Brazil (three articles published)
- Bolivia
- Guatemala
- Mexico
- Colombia

Ricardo Antequera noted that each country must create a link with a local publisher: Venezuela has recently signed an agreement with *Grupo Editorial Producto (Publicidad y mercadeo)* www.gep.com.ve through which it has a reserved space in the monthly newsletter.

Argentina has an agreement with a magazine in which it can publish articles. Damaso Pardo highlighted that Schwarz is focused in articles in the U.S.A. and therefore the members must seek other local publishing options. Currently, there is an article that will be published called “Publishing News in Latin America” for which the members have been requested to provide information.

Ricardo Antequera requested each member to locally seek publishing options.

Bolivia stated that it has access to several magazines and newspapers in which it can publish articles. Alexandra Blanco suggested inquiring the possibility to publish in Los Tiempos USA, a Bolivian newspaper that is distributed in the U.S.A.

Furthermore, Micaela Mujica asked what happens with countries that do not have hot topics. The members suggested writing on the current status of certain hot topics in each country or what can be reformed or modified.

Valdir Rocha informed that Veirano’s PR Agency has obtained space for publication of articles in the most important advertising magazine in Brazil – MEIO & MENSAGEM – and two articles have been published by Valdir Rocha and Daniele Coelho of GALA BRAZIL this year. Samples of the magazine were circulated during the meeting.

The members concluded that each semester AALA should jointly write an article of a hot topic and that Argentina, Brazil, Venezuela and Bolivia have agreements with magazines to publish articles.

THIRD. - Report of the referrals

Valdir Rocha read the report on the referrals of the members who were not present. Subsequently, he requested each member present to report on the referrals received or sent during 2005.

Attached hereto to the minutes is a report on each of the referrals.

The members stated their disappointment regarding the lack of referrals received particularly from the USA, Canada and Europe and stated that their expectations are frustrated. It was noted that AALA sends referrals to North America, but is not getting the expected reciprocity. AALA members understand that there is a great regional synergy in Latin America but that it will be necessary to discuss possible exchanges of work with other continents.

The members agreed to discuss this issue with the Canadian member in INTA and requested the President to address this issue in New York.

FOURTH. - Countries which lack representatives

Furthermore, Valdir Rocha stated that GALA lacks representatives in the following countries:

- Panama
- El Salvador
- Honduras
- French Guyana
- Cuba
- Surinam
- Haiti

The members stated their desire to have representatives in Panama, El Salvador and Honduras. However, they stated that it was not necessary to have a representative in French Guyana, Cuba, Surinam and Haiti.

The President requested recommendations for each of the countries. Alexandra Blanco recommended Jimenez & Molino for Panama, Rafael Zerbino recommended Arozamena, Noriega & Contreras for Panama, Ricardo Antequera recommended Romero & Pinedo for Honduras, Guy Bendaño requested Daniel Cascu for Honduras

FIFTH. - Various Matters

Consequently, Valdir Rocha requested if there were other matters to discuss.

Ricardo Antequera highlighted the importance to teach in universities Advertising Law and to publish articles.

The members stated it was important to agree on a topic to be discussed to ASIPI RIO DE JANEIRO. The members suggested as a topic "Tendencies in regional advertising" (obesity, tobacco, sports). The members agreed to speak about this issue with Hugo Berkemeyer.

Being no other business to discuss, the present minutes were unanimously approved and the session was declared adjourned at noon.

COUNTRY	REFERRALS SENT	REFERRALS RECEIVED
URUGUAY	Paraguay (Trademarks) Chile/Argentina (Study of License Contracts for German Company)	Cabrero Rico (Carlson Gold Points-Program) Reed Smith (Trademarks-Belvedere)
PARAGUAY	NONE	Uri Weinstok (Response of questions sent by the Advanced Micro Devices (AMD) regarding the enforceability of "AMDirect" Program)
CANADA	NONE	Mark Van Ranst Vermeersh & Partners (Sony Ericsson Contest) Osborne Clarke (Nevrax online contest) Cabrero Rico (Carlson Gold Points-Program) Lewis Silkin (Trademark Geldining's) Reed Smith (Adobe Contest; Sun Microsystem Contest) Reed Smith (Trademark files9 GALA (General Electric)
COSTA RICA	Argentina, Bolivia, Chile, Colombia, Dominican Republic, Guatemala, Nicaragua, Paraguay, Peru and Venezuela (Response of questions sent by the Advanced Micro Devices (AMD) regarding the enforceability of "AMDirect" Program) Guatemala and Nicaragua (Trademark Searches)	Mexico (Trademark Search)
COLOMBIA	Guatemala: (Due diligence for an acquisition of a company by a Colombian Company) Brazil (Century 21)	Uri Weinstok (Response of questions sent by the Advanced Micro Devices (AMD) regarding the enforceability of "AMDirect" Program) Cabrero Rico (Carlson Gold Points-Program)
MEXICO	Bolivia (Trademark searches and filing) Guatemala (Trademark search)	Brazil (Legal opinion regarding reality shows) Uri Weinstok (Filing of one trademark application)
CARRIBBEAN	NONE	PUERTO RICO (not specific) Uri Weinstok (not specific) Reed Smith (not specific)

PERU	NONE	NONE
BOLIVIA	NONE	SILVIA RICO (Carlson Marketing Inc. (para Carlson Hospitality Worldwide), SILVIA RICO (GALA-PUERTO RICO (C 002)- POTENTIAL WORK) SILVIA RICO (GALA - MUSIC PIRACY PROSECUTION) Uri Weinstok Advanced Micro Devices (AMD), Uri Weinstok (LATIN AMERICAN PROMOTION)