



GAZETTE

JULY - AUGUST 2004

Welcome to the seventh issue of the GALA Gazette!

PRESIDENT'S MESSAGE

As summer ends, GALA's move forward can be expected to accelerate. But that can't happen without everyone's help in two critical areas - achieving our goal of 70 new law firm members by and 100 Associate Members by 2007. While the date may seem far away, we will not rush the addition of new members - law firms or corporate counsel - unless we believe they are qualified and add value to GALA. We must all remember that our strength is largely defined by our weaknesses - we are only as good as our weakest link. To maintain the strength we've fought hard to achieve means we have to take time and be diligent in the selection of new members.

Preliminary indications from in-house counsel we've spoken to indicate that the Associate Member program will be well received. Stacy provides a more detailed discussion of the program below. The Associate Member program is clearly our most important initiative for the balance of the year and into 2005. When we hold our Global meeting in New York next year, we hope to have a full contingent of Associate Members.

On other fronts, our website continues seeing high traffic and we are pursuing closer alliance with the International Advertising Association. We continue to expand the GALA brand as members speak throughout the world. With the exciting events coming up in the next year, GALA's prospects continue to be bright and will brighten more as we all continue to contribute to GALA's success.

IN MEMBERSHIP NEWS...

POTENTIAL MEMBERS

BOLIVIA

We have received a completed application from Ramiro Moreno Baldivieso of the law firm Moreno-Baldivieso in La Paz, Bolivia. This firm was recommended to GALA by Roberto Arochi (Mexico) and Steve Getzoff (USA). Both have long relationships with "RAM" and feel that he is the best-suited in Bolivia. The Executive Committee has reviewed the application and has posed some additional questions to the applicant. Once we receive answers to these questions, we will move forward with the application.

CHINA

During INTA, I met with Jan Liu who was then part of the Beijing based law firm King & Wood. Shortly after our meeting, an application was sent to Ms. Liu and no response was received. In the time since the application was sent, Ms. Liu has since opened her own firm in Beijing with several partners entitled Liu, Yang & Partners, the firm is specializing in IP work. I have since contacted Jan in regards to applying as a member for her new firm but have not heard back. While Doug was in Beijing at the IAA meeting, he attempted to meet with her as well, but their respective schedules did not permit a meeting. Ms. Liu did, however, express her apologies and we anticipate further discussions with her.

CYPRUS

David Wolberg (Israel) has recommended a firm in Cyprus named Dr. K Chrysostomides & Co. He has done some trademark work with Dr. Chrysostomides and was very impressed. I have made an initial introduction of GALA to Dr. Chrysostomides and await his response regarding his interest.

NICARAGUA

Julian J. Bendaña-Aragón of the firm Guy Jose Bendaña-Guerrero & Asociados has confirmed that he will be sending his completed application to GALA this month. His firm based in Managua, specializes in Intellectual Property Law.

NORWAY

Michael Plogell (Sweden) and I are in talks with a gentleman by the name of Kaare Risung of the Oslo firm Schjødt & Co. Mr. Risung specializes in Marketing Law and other areas of IP law. He is currently reviewing the possibility of joining GALA with his marketing department and will let us know his interest shortly.

TUNISIA

Steve Getzoff (Reed Smith - GALA USA) has been working with a firm in Tunisia that expressed interest in becoming a member in GALA. I have been corresponding with Slim BenAmor of the Tunisian firm Cabinet Ben Amor & Associates. They are a full service law firm with attorneys that are admitted to practice in Tunisia as well as in Algeria and Morocco. An application was sent to him in mid-August and we should be receiving it shortly.

IN ADDITION, WE ARE LOOKING FOR MEMBERS IN...CAN YOU HELP?

Below you will find each region's membership "wish list". In addition to the countries mentioned above, we are looking for the following additional countries. If you know someone you would like to recommend, please get in touch with Stacy or the regional president of the region where the member would reside.

AALA: Dominican Republic, Guatemala, El Salvador, Honduras & Panama

EALA: Estonia, Latvia, Lithuania, Malta, Russia, Slovakia, & Slovenia

ROWALA: Egypt, Ghana, Iran, Kenya, Korea, Tanzania & Thailand

EVENTS UPDATE....

PAST EVENT

THE 39th INTERNATIONAL ADVERTISING ASSOCIATION (IAA) WORLD CONGRESS (SEPTEMBER 7-10, BEIJING)

Doug Wood was a keynote speaker at the 39th International Advertising Association World Congress in Beijing on the topic of Regulation and Legalities in Children's Advertising. The Congress had over 1,200 registered delegates.

The China market is indeed daunting. With 25% of the world's construction cranes busy at work in China, the country continues to develop at a blistering rate. That's why having a strong member from China is so important.

UPCOMING EVENTS

INTELLECTUAL PROPERTY INSTITUTE OF CANADA (IPIC) CONFERENCE (BANFF, OCTOBER 14-16)

This conference is usually attended by 300 of the 1600 members, of IPIC. Through Heenan Blaikie (GALA Canada), GALA has been invited to participate in a session entitled "*Comparative Advertising: Different Approaches*" the panel is going to be comprised of Johanne Augher (Canada), as moderator, Genevieve Marcotte (Canada), Douglas Wood (USA) and Felix Hofer (Italy) as panelists.

EALA REGIONAL MEETING (OCTOBER 22-23, DUBLIN)

The EALA Regional Meeting is scheduled to take place on October 22-23, 2004 in Dublin. There will be a client seminar on October 22nd from 8:30am - 11am and the EALA meeting will take place in the afternoon from 11:30 - 5pm. The remainder of the EALA meeting will take place on October 23rd at Duncan's home in the country from 11am-12:30pm. A lunch & social activity is planned for the afternoon of the 23rd. If you have not yet informed Duncan's assistant Andrea Duff of your plans to attend or not to attend the meeting please email her at aduff@duncangrehan.com.

SEMINAR: EALA REGIONAL MEETING (OCTOBER 22, DUBLIN)

Duncan has arranged a client seminar to take place on the morning of October 22nd. The seminar will be advertised and sponsored to a degree by the Association of Advertisers in Ireland (AAI) and by the Institute of Advertising Practitioners in Ireland (IAPI). Each of those organisations will promote the conference to their members. It will be an EALA seminar with an emphasis on practice. It will cover five topics, promotions / sponsorships - are you covered legally?, celebrities in

advertising, copyright issues in marketing and advertising, children's advertising: obesity issues, can you be sued? and Irish and UK current advertising issues. Each topic will be covered over a 20-minute slot with a 20-minute question session at the end. 30 participants in addition to EALA members are expected to attend.

ASIPI ANNUAL MEETING (NOVEMBER 14-18, 2004)

Doug Wood (USA), Genevieve Marcotte (Canada) and Valdir Rocha (Brazil) will be presenting as panelists at the ASIPI Conference. The moderator will be a non-GALA ASIPI member named Francisco Perez-Gangotena of the Ecuadorian firm Perez, Bustamante & Ponce Abogados. The panelists will cover topics on search engine marketing, product placement, comparative advertising & corrective advertising.

AALA REGIONAL MEETING (NOVEMBER 17, SANTO DOMINGO)

The AALA Regional Meeting will take place in Santo Domingo, Dominican Republic on the afternoon of November 17, 2004. The meeting will begin immediately after the presentation that morning at the ASIPI meeting.

EUROPEAN COMPUTER LAW ASSOCIATION CONFERENCE (NOVEMBER 18-19, AMSTERDAM)

Felix Hofer (Italy) will be presenting on Friday, November 19th on *The problems arising from search engine marketing and from the use of ad-words/keywords techniques, in particular with respect to fair use of third parties' trademarks*. Additionally, Michel Béjot (France) will moderate a panel on Advertising Law in which Sylvia Spalter of SCP Caubet Chouchana Meyer, Doug Wood (USA), Michael Plogell (Sweden) and Brinsley Dresden (UK) will be panelists. There have been talks of holding a seminar on the 18th for agency clients since several members will be in Amsterdam already. More information to follow.

INTERNATIONAL COMMUNICATION AGENCIES NETWORK (ICOM) - (NOVEMBER 18-20 SINGAPORE)

Patrick Mirandah (Malaysia) will be speaking at the ICOM Asia Pacific Regional Meeting on regional advertising legal issues.

ASSOCIATION OF NATIONAL ADVERTISERS (ANA) LEGAL AFFAIRS MEETING (JANUARY 2005, NYC)

This event was originally planned for September 2004 but was postponed due to timing. The event has since been rescheduled for January 2005 and GALA is still invited to have a panel on the second day of this meeting. The attendees of the meeting will include General Counsel staff from companies that are members of the ANA. The plan is to do a similar type program as we did in Atlanta. Those members who were planning to be on the panel in September will be re-invited for the new dates, they were Peter LeGuay (Australia), Valdir Rocha (Brazil), Felix Hofer (Italy) & Brinsley Dresden (UK).

GALA GLOBAL MEETING - MAY 11-13, 2004 - NEW YORK CITY

As was decided by the Executive Committee during the quarterly conference call in July, the GALA Global Meeting will be taking place this coming year in NYC. The tentative schedule for the meeting is as follows:

Wednesday, May 11th

1pm Executive Committee Working Lunch
4 - 7pm Seminar and Cocktails for Associate Members and Clients
7:30pm Welcome Dinner

Thursday, May 12th

9am-4pm Regional Meetings
7:30pm GALA Group Dinner

Friday, May 13th

8am- 1pm Global Meeting
1-2pm Regional Groups reconvene for a working Lunch Meeting
Afternoon / Evening Optional NYC Activity and Dinner

For those of you who plan to attend INTA, you will be able to leave NYC on Friday evening 5/13 or Saturday morning 5/14 with enough time to make it to San Diego for INTA. In some cases it may be more economical to book your plane ticket roundtrip from your home city to NYC and then book an internal flight roundtrip from NYC to San Diego. The following airlines offer non-stop internal flights from JFK to San Diego - American, Delta and Jet Blue (a fabulous low cost carrier). Additionally, Continental offers the same non-stop service from Newark Airport.

More information regarding hotels will be circulated shortly.

IMPORTANT: According to the GALA by-laws, a Member's membership may be terminated at the Global Level if a Member fails to attend at least one Global Meeting every two years. Therefore, for those members who did not attend the Global Meeting in Atlanta, you must attend the meeting in NYC in order for your membership to remain in good standing. These meetings are very important to the development of the alliance and it is imperative that all members attend. Those of you who are at risk will be informed of this via email in the coming months.

INITIATIVES

Associate Membership

The Executive Committee is in the process of putting together a focus group of potential Associate Members. So far the focus group is compiled of an attorney Gilette, Interpublic, Reebok, & Turner. The focus group will be sent a survey in late September to complete. Once we have heard from this group we will begin recruitment of Associate Members.

Executive Committee

In an effort to become more focused and goal oriented, the Executive Committee has decided to meet quarterly by phone to discuss important issues facing GALA. After each meeting, members will receive a report on what was discussed. The next meeting will be scheduled for October.

GALA Brochure

We have completed the reprint of the GALA brochure. There have been a few minor changes to the contact detail page and to the brochure itself. If you have run out of copies and require additional brochures please let me know and I would be happy to send those out to you.

GALA Website

The members only part of the GALA site is just about done. It will feature 5 main sections: Organizational Documents, Reports, Presentations, Hot Links and Ads/Commercials. I will be circulating user names and passwords shortly.

The Global Marketer

All members contact details are now up on The Global Marketer site -- www.theglobalmarketer.net. Members are encouraged to visit the site and register. It is really a great resource.

Rates

I am attempting to put together a listing of rates for all GALA members. It would be most helpful if each of you could send me a list of your partner / associate rates as well as trademark filing rates for use in compiling a list.

PowerPoint of Ads and Commercials

Doug and I are working to develop a PowerPoint presentation with all the ads and commercials on file. Each slide will have an ad or commercial on it and in the notes section will have a script of what a moderator or a panelist/presenter would say about the slide in a presentation setting. This will create an easy way for members to pull together presentations and panel discussions for conferences and seminars on varying topics. This will serve as an on-going tool which members will be asked to contribute to on a regular basis.

Each member will receive the PowerPoint on CD for review and comment. At that time, we will ask each member to review the slides and if there is any missing or incorrect information you will be asked to fill it in appropriately. Additionally, if you have any ads you would like to add, that would be a convenient time to do so. Once the PowerPoint has been revised, we will then post it on the members only part of the site for members to use at their leisure.

Articles

International Journal of Advertising and Marketing to Children

Thank you to Felix Hofer (Italy) and Sharad Vadhera (India) for their recent articles. Originally Sharad's article was scheduled to appear in the July - September 2004 issue, however, the Journal has made a change and Felix's article will appear in its place. Sharad's article will now appear in the October - December 2004 issue. Thank you to Sharad and Felix for their contributions. Additionally, the Journal has undergone a re-design and name change to Young Consumers. We are in the process of getting a commitment for additional articles in future issues, countries of interest will be informed in a few weeks.

Country Reports

It's that time again....country reports are due to me on **OCTOBER 11th**. We will be compiling them for use as handouts at upcoming events including but not limited to the Dublin seminar, ASIPI seminar, & the Amsterdam Seminar.

THANK YOU'S

- Thank you to Ricardo Alberto Antequera (Venezuela) for his recent contributions to the GALA website.
- Thank you to Brinsley Dresden (UK) for his recent contributions to the website and for all his hard work on the EACA Extranet project.

UPDATES

Email Addresses

Just a reminder, if you would like to email everyone in GALA you can do so by sending an email to gala@gala-marketlaw.com.

Additionally, you can reach the regional groups at the following addresses:

AAAL - aala@gala-marketlaw.com

EALA - eala@gala-marketlaw.com

ROWALA - rowala@gala-marketlaw.com

(THE ROWALA ADDRESS IS NEW AND HAS BEEN CHANGED FROM apala@gala-marketlaw.com)

SPAM

Many of you have emailed inquiring about the large amount of SPAM and viruses you are receiving appearing to come from the GALA email addresses. I believe the quantity has decreased in the last few weeks, however, I would like to let you know that this is nothing we can control. I sincerely apologize; someone shadowed the GALA email addresses and is sending these emails. Hopefully as the weeks pass, these will disappear.