



GAZETTE

MAY / JUNE 2003

Welcome to the first issue of the *GALA Gazette*!

In an effort to keep all members involved and updated I will be putting out a newsletter every other month to report on the marketing, membership and general initiatives of the alliance. Should you have something to contribute to the coming issues, please send it to me by the deadlines outlined:

- July / August Issue - August 29th
- September / October Issue - October 30th
- November / December Issue - December 23rd

Please note: **ALL ACTION POINTS FOR MEMBERS CAN BE FOUND IN RED**

PRESIDENT'S MESSAGE

We can all be pleased with *GALA*'s continued growth and the ever-increasing breadth of our networking activities. Stacy is busier than ever (but don't hesitate to give her more to do!) and the future looks very promising. While we still have challenges ahead to insure the long term relevance of *GALA* for all of us, we're well on the way to success.

One initiative that the global headquarters will undertake in the next by end of summer is the template for work referral. If anyone would like to submit ideas, they're welcome to do so.

Another initiative talked about in Amsterdam was the *GALA* logo. Filip Winter was kind enough to have one of his local clients create some alternatives. Thanks go to Filip for that effort. Interestingly, however, we've been receiving quite a few comments from members inquiring what was wrong with the logo we already had? That's a good question. I have no recollection how the initiative to change the logo began, but I'm no longer sure a change has the support some may have thought. So please let us know if you're satisfied with what we've got (appears above) or whether you'd like us to design a new logo for *GALA*.

Be on the lookout for the formal Articles of the Alliance for your signature. We want to get that technicality out of the way.

The summer's almost half over and we've already got an impressive line-up of events for the balance of the year. And there's more to come.

Thanks go to Stacy for the initiative in creating the *GALA Gazette*.

IN MEMBERSHIP NEWS...

NEW MEMBERS

In Amsterdam, we welcomed the following new members. In case you did not receive my email with their contact details, I include them again for your reference.

PORTUGAL

Abreu, Cardigos & Associados - Sociedades de Advogados
Av. Das Forças Armadas, 125, 12º Andar
1600-079 Lisboa Portugal
Contact: César Bessa Monteiro
Tel: 351.21.7231800
Fax: 351.21.7231899
Email: cesar.b.monteiro@abreucardigos.com
Website: www.abreucardigos.com

TURKEY

MEHMET GÜN & CO.
Koreşhitleri Cad. No: 32 Zincirlikuyu
Istanbul 80300 Turkey
Contact: Mehmet Gün / Selma Toplu Ünlü
Tel: + 90 212 275 90 03
Fax: + 90 212 274 20 95
Email: stoplu@mehmetgun.com.tr
Website: www.mehmetgun.com.tr

DEPARTED MEMBERS

The following firms have withdrawn from GALA:

Bufete Mejia, Honduras
Lopez Azmitia, Nicaragua

POTENTIAL MEMBERS

CROATIA

We currently have 2 interested firms in Croatia.

The first firm is a firm that was recommended by Damaso Pardo (GALA Argentina) by the name of Vukmir & Associates. This firm has confirmed interest in GALA subject to further discussion with other Vukmir partners. Additionally, Stephen Groom (GALA UK) has worked with Danijela Luksic of Vukic & Partners, who has provided him with efficient and helpful advice on a marketing law matter. Stephen will be approaching Danijela shortly to determine her interest level.

SLOVAKIA

Filip Winter (GALA Czech Republic) has put forward a colleague whom he recommended we approach. This is Tomas Kamenec of Dedak & Partners (www.dedak.com). Tomas spoke impressively at a recent seminar Filip organised and Dedak & Co is a substantial law firm in Bratislava. Michael Plogell, EALA's Regional President has contacted Tomas with some preliminary details of our organisation to see if he and his firm are interested in taking this further.

EVENTS UPDATE...

PAST EVENTS

INTA

Several members attended INTA immediately after the GALA Global Meeting in Amsterdam. Efforts were made among the members to jointly market GALA and introduce the group to the INTA audience. Andrea Friedman (GALA USA) gave a presentation on International Advertising Clearance that was very well received by the audience. Copies of the International Advertising Clearance report we created were distributed and were viewed as a useful and impressive tool.

GRUR

Duncan Grehan and Jan Ravelingien reported the following on the GRUR meeting they attended:

Jan and I attended the AGM of the German IP Lawyers Association - this is the English explanation for the GRUR acronym. It also has member associations for each of the many States making up the German Federation. Both Jan and I are new members of GRUR.

There was a big attendance - 4-500 - 95% German, many of whom also administer IP applications as well as dealing with related contentious and non-contentious work. The non-Germans seemed to gravitate to each other and there was much exchanging of business cards during the many opportunities offered by the elaborate scientific and social programme.

As GRUR is well established, its German members were busy with greeting their fellow national colleagues and while we did interact with a number of them who had kindly organized extra-programme restaurants etc, mostly we talked to non-Germans: Swiss, Italians, Dutch, a Patent agent from Atlanta and there were two prospects for membership of GALA from Paraguay and from Lima. German fluency and IP practices are the common bond to GRUR for the non-nationals participating. There was no one from the UK. But, all of the big London practices were represented through their own name firms around Germany.

In the conference halls, the 3-4 participating exhibitors were publishers, and vendors of IP search software.

Given the relatively small international presence, GRUR membership offers opportunities to start and/or develop professional relationships in a different context to multi-national conferences.

A big part of EALA's future lies in the networking with other lawyers. We need to show up at events such as this.

ANA Global Marketing Meeting

Silvia Rico, Brinsley Dresden, Felix Hofer, Roberto Arochi, and Doug Wood attended the Association of National Advertisers second annual Global Marketing Conference on June 9th in Key Biscayne, Florida. The event was attended by about fifty executives responsible for the global marketing efforts of companies like Visa International, Office Depot, Dow Corning, IBM Corporation, and Time International. A panel comprised of all of the GALA members attending presented an overview of the status of global regulation with an emphasis on the differences from region to region. The Q&A that followed indicated that the audience found the presentation information and entertaining. CD ROMs containing the PowerPoint presentation and additional information on GALA were distributed at the event. The organizers and those in attendance have indicated that the panel was a big success and that GALA would certainly have a place at the Global Marketing conference next year.

UPCOMING EVENTS

THE ADVERTISING FESTIVAL

As reported in Amsterdam, contact had been made with the organizers of an event called the Advertising Festival to take place in Paris in September. Since Amsterdam, Michel Bejot (GALA France) has been coordinating with the organizers to confirm our participation. Michel has outlined the following for the presentations. We will have a panel discussion the first day and Doug Wood will be the keynote speaker on the second day.

PANEL DISCUSSION

The Global Legal Environment : current advertising issues in Europe and beyond

Topics:

The scope of self-regulation

- Comparative advertising : is it legal and is it used ?
- Restricted areas in advertising : can any product or service be advertised for ?
- The use of people in advertising (1) : famous people
- The use of people in advertising (2) : children and women
- Decency in advertising : national cultural norms in conflict.

Panelists:

Michel Bejot (France), Felix Hofer (Italy), Michael Plogell (Sweden), Jan Ravelingien (Belgium), Brinsley Dresden (UK) and Duncan Grehan (Ireland). Doug Wood will join the panel for the interactive and Q & A exchanges.

KEYNOTE ADDRESS

Doug Wood will present the following:

Is global advertising perception or reality in today's complex legal and regulatory environment? Mr. Wood, Chairman of the Global Advertising Lawyers Alliance and General Counsel to the Association of National Advertisers, the U.S.-based trade association representing 85% of the global advertising spending, will help bring some reality and, most importantly, solutions to the legal

challenges facing global marketers. His presentation will include actual case studies and practical advice and allow ample time to address questions and find answers to issues faced by those attending.

Handouts

CD ROMs of International Advertising Clearance

Attendance

Please visit <http://www.theadvertisingfestival.com> to learn more about this event. The organizers have offered us discounted admission for GALA members and their clients. Please let me know if you or your clients are interested in attending and I will send you the special registration form.

REGIONAL MEETINGS

EALA - October 16-19, 2003 - Florence, Italy

AALA - November 13 or 14, 2003 - Mexico City, Mexico

APALA - TBD

GALA GLOBAL MEETING 2003

As mentioned in Amsterdam, the GALA Global Meeting will take place immediately preceding the INTA Annual Meeting. This year the GALA Global Meeting will take place in Atlanta, Georgia, USA on April 29 - May 1, 2003. Regional Meetings will be on April 30th and the Global Meeting will be on May 1st.

The GALA Executive Committee has been working to put together a mini-road show for the days prior to the GALA meeting in Atlanta. The current plan is to divide the GALA members from different regions interested in participating into groups to make presentations to clients within the Atlanta area. Additionally, we are attempting to get the names of the local advertising agency associations to work with to create a seminar for interested parties to attend.

If you are interested in participating please advise me and / or your regional president.

INITIATIVES

Articles

[International Journal of Advertising and Marketing to Children](#)

Thank you to Wendy Reed (GALA Canada) for her recent contribution. Once the article is published you will all be able to find it in the what's new section of the GALA website.

The article written by GALA Brazil for the April -June 2003 issue can be found at

http://www.gala-marketlaw.com/files/brazil_legalguidelines.pdf

Speaking Team

A while back I asked members to let me know whether they are interested in participating at industry events as a speaker or panelist. I heard back from some but not all of you.

*Will members from the following countries please let me know either way about your interest, the languages you will present in and the subject matter you can cover:
Chile, Colombia, Caribbean, Denmark, Ecuador, France, Hungary, India, Japan, Malaysia, Mexico, New Zealand, Paraguay, Poland, Puerto Rico, Romania, Singapore, South Africa, Switzerland, Taiwan, UK (Brinsley), Uruguay, and Zimbabwe.*

10 Commandments

Below you will find the list of GALA commandments as agreed upon in Amsterdam. Please make every effort to remember these when working with your GALA colleagues.

1. INFORM MEMBER IF YOU PLAN TO TRANSFER WORK OR USE THE WORK AS PART OF YOUR OWN ADVICE TO THE CLIENT
2. PROVIDE CLEAR INSTRUCTIONS
3. ACCEPT FULL RESPONSIBILITY FOR YOUR OWN WORK
4. ALWAYS AGREE ON FEES IN ADVANCE
5. RESPOND TO REQUESTS FOR QUOTES WITHIN 48 HOURS
6. BE AWARE OF OTHER MEMBERS LANGUAGE ABILITIES, CUSTOMS AND LOCAL LAWS
7. ADVISE MEMBER OF CLIENT'S DESIRED BILLING PROCEDURES
8. REMEMBER YOU ARE LIABLE FOR THE WORK AND INFORMATION YOU PROVIDE - BEST TO BE INSURED FOR ANY PROBLEMS WITH YOUR ADVICE (IF CUSTOMARY)
9. ATTEMPT TO REFER WORK TO GALA MEMBER WHEN POSSIBLE
10. FEEL FREE TO CRITICIZE A MEMBER'S WORK, BUT NOT IN FRONT OF A CLIENT!

Unclaimed Countries

Doug circulated a memo earlier this month on the topic of unclaimed countries which can be covered by a GALA member. We have received several comments and will be reviewing them all shortly.

Please submit any comments by July 25th in order for them to be considered in the discussion of the Executive Committee.

Email Addresses

As you might have noticed from a recent email my email address has changed from sbess@halldickler.com to sbess@gala-marketlaw.com.

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

Additionally, you may now email each regional groups at the following addresses:

- AAAL - aala@gala-marketlaw.com
- APALA - apala@gala-marketlaw.com
- EALA - eala@gala-marketlaw.com