



**LESI Committees:**

***End of Year Report for the 2023 International Management and Delegates Meeting (IMDM) – April 30, 2023***

*Submitted: 28 March 2023*

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<b>Committee Name</b>	<b>Trademarks, Designs, and Merchandising</b>
<b>Chairs and Vice Chairs</b>	Barbara Berdou (South Africa) (co-chair) Jochen Schaefer (Germany) (co-chair) Lionel Tan (Singapore) (co-vice chair) Javier Fernández-Lasquetty Quintana (Spain / Portugal) (co-vice chair)
<b>LESI Board Liaison</b>	Emmanuel Gougé

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**Report**

**Committee Highlights from the Year**

1. All goals accomplished:
  - a. *Increased committee member participation*
  - b. *Webcast held 8 December 2022 entitled Brands in the "Metaverse" (team effort with speakers introduced by Jochen, and Lionel coordinating the event).*
  - c. *A "teaser" of the webcast topic was presented to the Consumer Products Committee by Barbara.*
  - d. *Article on "TRADE MARKS AND METAVERSE: A EUROPEAN PERSPECTIVE" authored by Sofia Bernardini (Italy) Agata Sobol (Italy) and Giulia Romanelli, submitted to LESI for publication.*
  - e. *Programme at LESI2023 in Montreal put on Brands in the Gaming and Online Worlds. Confirmed speakers Rob Potter of Kilpatrick Townsend, Erica Carter of Epic Games (Rob's firm sponsored her attendance), Alan Hunt of Lewis Silkin and Stu Seltzer of Seltzer Licensing Group - Team effort.*
2. *Monthly calls took place during most of the term*
3. *The discussion mostly related to activities and related to our theme*
4. *Interest in committee activities was improved, with some members of the committee engaging for the first time.*
5. *The theme of the year was Brands in the Metaverse. The term 'metaverse' proved to be controversial Epic Games avoids the word (META is a competitor brand). Generic terminology is preferred.*

*As relevant, consider addressing the following:*

- Goals for 2022-2023? Did you meet these goals?
- Key topics discussed?
- Meetings / Calls?
- Events / Webinars executed?
- Resources / Work Products created (including articles for *les Nouvelles* and *Global News*)?
- Suggestions for future focus / work to be done by the committee? (including any change in scope, updates to the Charter, etc)