



*Presented by*  
**Management Forum**

# Successfully Navigating Trade Mark Disputes: Tactics and Remedies

**8 October 2025**

+ 26 February 2026, 11 June 2026, 15 October 2026

Prevent and resolve trade mark conflicts with expert insights. Practical guidance on dispute triggers, response strategies and remedies for IP professionals and businesses.



**Format:**  
Live online



**CPD:**  
3 hours for your records



Certificate of  
completion

# Course overview

**Trade mark disputes can arise quickly and unexpectedly - objections, oppositions, and challenges are part of the registration landscape.** This focused programme offers a clear, practical guide to understanding how trade mark disputes arise, what they look like at different stages of the process, and how you can respond effectively.

Participants will explore the key phases of a trade mark dispute, including pre-action considerations, hearings and appeals. The session will also cover the possible outcomes and how they're determined, and remedies available, while offering practical strategies for reducing risk and avoiding disputes in the first place.

Whether you're managing your own trade marks or advising clients, the expert speaker will give you a practical, accessible overview of the dispute process and the confidence to navigate proceedings with clarity and control.

## Benefits of attending

By attending this course, you will:

- **Understand** the common triggers for trade mark disputes, including oppositions, invalidity action and revocations
- **Learn** about the structure and stages of a trade mark dispute
- **Recognise** the key procedural steps and timelines
- **Evaluate** the potential outcomes and remedies
- **Get to grips** with tactics to avoid or minimise disputes

## Who should attend?

- In-house lawyers
- Trade mark and IP lawyers
- IP legal professionals
- R&D managers
- Business development and commercial teams

# Programme

## How does a dispute arise?

- Confusion
- Ignoring allegations
- "Passing off"

## What does a dispute look like?

- Cease and desist
- Opposition
- Key procedure steps
- Timelines

## Stages of a dispute

- Pre-action
  - Negotiation
  - Mediation
- Hearing
  - Ex parte
  - Inter parte
  - Court action
- Appeal

## Outcomes of a dispute?

- Groundless threats
- Loss of trade mark
- Damages and remedies
- Co-existence

## How to avoid disputes?

- Clearance searches
- Limited goods and services
- Approach third party about potential issues
- Watch services

# Presenter



## **JoAnna Emery**

**JoAnna Emery**, CLAS, F.Inst.Pa, is Project Manager, Intellectual Property at atai Life Sciences. Previously, JoAnna was Senior Intellectual Property Paralegal for Cambridge Mechatronics Limited

where she was responsible for aiding in the management and growth of the patent portfolio. Prior to that she was the Head of and Director for Pure Ideas Limited where she managed the strategy, P&L, KPIs and intellectual property operations of the firm.

JoAnna has over 27 years experience in intellectual property in both the US and England. She holds an Associate and Bachelor's degree in Paralegal Studies from Rivier College.

# Course dates

**8 October 2025**

**Live online**

13:00-17:00 **UK (London)** (UTC+01)

Course code 16667

GBP ~~350 400~~

EUR ~~490 560~~

USD ~~562 640~~

**Until 03 Sep**

**26 February 2026**

**Live online**

13:00-17:00 **UK (London)** (UTC+00)

Course code 16668

GBP ~~350 400~~

EUR ~~490 560~~

USD ~~562 640~~

**Until 22 Jan**

**11 June 2026**

**Live online**

13:00-17:00 **UK (London)** (UTC+01)

Course code 16669

GBP ~~350 400~~

EUR ~~490 560~~

USD ~~562 640~~

**Until 07 May**

**15 October 2026**

**Live online**

13:00-17:00 **UK (London)** (UTC+01)

Course code 16670

GBP ~~350 400~~

EUR ~~490 560~~

USD ~~562 640~~

**Until 10 Sep**

## How to book



**Online:**

[ipi.academy/2677](https://ipi.academy/2677)

Alternatively contact us to book, or if you have any queries:



**Email:**

[info@ipiacademy.com](mailto:info@ipiacademy.com)



**Phone:**

[+44 \(0\)20 7749 4749](tel:+442077494749)

## Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

## Further information

### Fee

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

### Please note

IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

### Terms and conditions

The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit [ipi.academy/content/terms-and-conditions](https://ipi.academy/content/terms-and-conditions)

## Run this programme in-house for your whole team

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Academy

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