

International Bar Association Conference

Madrid 2009
4–9 October



the global voice of
the legal profession



International Sales, Franchising and Product Law Section Scholarship

The International Bar Association's Legal Practice Division's sections offer a fund from which scholarships are awarded to young lawyers who wish to participate in the conference but may find financial difficulties in doing so.

The sections invite interested persons to apply for a scholarship which will cover accommodation, registration and provide a contribution towards travel costs for the conference. The scholarship will also include two years' free membership of the IBA, LPD and PPID, including membership of one committee within the awarding Section and one free PPID constituent, a waiver of either the next IBA annual conference registration fee or the registration fee for the annual conference of one of your chosen committees in 2010 and free membership of the Scholarship Alumni Group.

All applications received by **Monday 27 April 2009** will be submitted to the Section's Scholarship Committee. Each candidate must meet the requirements set out in the criteria overleaf.

The application must be accompanied by a 2,500 word paper on '**Comparative Advertising is legally widely accepted as a legitimate marketing tool – true or false?**'

Please discuss with reference to at least four different international jurisdictions highlighting the limitations imposed on Comparative Advertising in each of the jurisdictions chosen for discussion.

Madrid 2009

The International Bar Association (IBA), the world's largest international organisation of law societies, bar associations and individual lawyers engaged in transnational law, will hold its 2009 Conference in Madrid from 4–9 October.

As one of the largest international legal gatherings in 2009, it will attract approximately 3000 lawyers from more than 90 countries.

All 54 specialist Committees of the Legal Practice Division will present programmes covering current topics of significance to commercial lawyers worldwide.

The IBA's Public and Professional Interest Division's Constituents will also be presenting full sessions, covering topics dealing with public interest and general professional work. For a list of IBA committees and constituents please see pages 5-6.

The working programmes will be complemented by a full social programme which helps to establish and maintain business contacts and friendships with the legal profession worldwide.

Criteria

- (1) The International Sales, Franchising and Product Law Section Scholarship is free to enter. It is open to all lawyers up to and including the age of 35, whether or not they are members of the IBA.

Papers shall answer the following question/ or based on the following topic:

'Comparative Advertising is legally widely accepted as a legitimate marketing tool – true or false?'

Please discuss with reference to at least four different international jurisdictions highlighting the limitations imposed on Comparative Advertising in each of the jurisdictions chosen for discussion.

Papers must be original, unpublished works. They will not be under consideration for any commercial contract by any publishing house. The author is warranting his or her unrestricted copyright to the paper submitted.

- (2) Participation with a pen name will be permitted, provided that an operative contact and a valid address are provided for a term until 29 June 2009. If authors using pen names are chosen as finalists, they will be required to prove their identity, age and qualification as a lawyer. If these requirements are not met, the candidate will automatically fail. Submissions with pen names will in any case need to be disclosed by all participants once the scholar has been chosen, at the request of the scholarship committee. Pen names are mandated for lawyers working in the corporations of the members of the judging committee.

- (3)** In the case of papers submitted under a pen name, the e-mail address or any other reference of the sender shall not disclose the real details of the participant. In the case of e-mail addresses, for example, this can be achieved by using free e-mail services.
- (4)** Papers must be sent by e-mail, preferably as Word documents or in PDF format to Kelly Savage, Divisions Administrator at the IBA office (**kelly.savage@int-bar.org**).
- (5)** Papers are to be written in English and should be at least 2,500 words. The text should be double-spaced. Each paper must contain the author's name or the author's pen name, and a valid contact address on the front page.
- (6)** Papers must be submitted and received by Monday 27 April 2009. Papers received after this time will not be considered.
- (7)** The Scholarship Committee will consist of the Officers of the IBA International Sales, Franchising and Product Law Section: Eytan Epstein, Gavin Morley and Penny Ward. They will judge the papers primarily on the basis of legal argumentation, research, style, logic, originality and overall quality of the content. An international, rather than a strict domestic, approach will be appreciated. Factors such as financial need and geographical diversity may also be considered.
- (8)** It is planned that the IBA Office will communicate the Scholarship Committee's decision to the winner and possibly any additional finalists by the end of June 2009 along with a request for their identification as per rule 2.
- (9)** The decision of the judging committee is final and no correspondence will be entered into. The decision will be published on the IBA website. Winners will be contacted at the e-mail address indicated by them on the paper. They will be requested to provide a biographical note giving details of their legal career, studies and professional appointments.
- (10)** The prize for the winning paper is as follows:

 - Free registration for the IBA 2009 Annual Conference, 4–9 October 2009, Madrid, Spain.
 - A contribution towards travel costs to the conference.
 - A contribution towards accommodation costs while attending the conference.
 - Two years' free membership of the IBA, LPD and PPID including membership of one committee within the awarding section and one free PPID constituent.
 - A waiver of either the next IBA annual conference registration fee or the registration fee for the next specialist conference of their chosen committee.

- Free membership of the Scholarship Alumni Group.
- (11) The IBA and the International Sales, Franchising and Product Law Section has the right to publish a selection of the papers submitted, including but not limited to the winning paper (either the full text or extracts thereof) up to 18 months after the competition has ended; this includes but is not limited to the publication in the conference documentation and/or on the IBA website and/or other IBA publications. In any event, the name of the author will be indicated appropriately. Authors shall include a biographical note giving details of their legal career, studies and professional appointments. Papers received that are not in this form may not be considered.
 - (12) Each participant may only submit one paper. Employees of the IBA or officers of any IBA committee are excluded from the competition.
 - (13) The IBA, the International Sales, Franchising and Product Law Section, the Scholarship Committee and the organisers of the competition are not responsible for the loss, damage or non-arrival of any paper, nor for any costs or expenses incurred in the preparation or the submission of any paper.
 - (14) Please note if you are awarded the International Sales, Franchising and Product Law Section Scholarship you will be required to confirm your attendance by providing a copy of your travel documents for your flight to Madrid and visa (should you need to apply for one) by no later than Monday 31 August in order for the IBA to confirm your hotel reservations. These documents must be sent to Kelly Savage (**kelly.savage@int-bar.org**).
 - (15) Participants will be expected to have read and accepted all the above rules.

The completed application form must be returned by **Monday 27 April 2009** to:

Kelly Savage

International Bar Association

10th Floor, 1 Stephen Street, London W1T 1AT, United Kingdom

Tel: +44 (0)20 7691 6868

Fax: +44 (0)20 7691 6545

kelly.savage@int-bar.org

CLOSING DATE FOR RECEIPT OF APPLICATIONS IS MONDAY 27 APRIL 2009

APPLICATIONS RECEIVED AFTER THIS DATE WILL NOT BE CONSIDERED

IBA Committees and Constituents

LPD Sections and Committees

Antitrust and Trade Law Section

Antitrust
Global Forum for Competition and Trade Policy
Trade and Customs Law

Corporate Law Section

Closely Held and Growing Business Enterprises
Corporate and M&A Law

Criminal Law Section

Business Crime
Criminal Law

Dispute Resolution Section

Arbitration
Consumer Litigation
Litigation
Mediation
Negligence and Damages

Section on Energy, Environment, Natural Resources and Infrastructure Law

Environment, Health and Safety Law
International Construction Projects
Mining Law
Oil and Gas Law
Power Law
Water Law

Financial Services Section

Banking Law
Capital Markets Forum
Insurance
Investment Funds
Securities Law

Human Resources Section

Discrimination Law
Employment and Industrial Relations Law
Immigration and Nationality Law

Insolvency, Restructuring and Creditors' Rights Section

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Intellectual Property, Communications and Technology Section

Art, Cultural Institutions and Heritage Law
Communications Law
Intellectual Property and Entertainment Law
Media Law
Space Law
Technology Law

International Sales, Franchising and Product Law Section

International Franchising
International Sales
Product Law and Advertising

Law and Individual Rights Section

Family Law
Human Rights Law
Indigenous Peoples
Medicine and the Law

Leisure Industries Section

Leisure Industries

Maritime and Aviation Law Section

Aviation Law
Maritime and Transport Law

Public Law Section

Public Law

Real Estate Section

Real Estate Law

Taxation Section

Individual Tax and Private Client
Taxes

Corporate Counsel Forum

Corporate Counsel*
*Membership for Corporate Counsel only

Regional Fora

African Regional Forum

Arab Regional Forum

Asia Pacific Regional Forum

European Regional Forum

Latin American Regional Forum

North American Regional Forum

PPID Constituents

Academic and Professional Development Committee

Anti-Corruption Committee

Bar Issues Commission

Corporate Social Responsibility Committee

Forum for Barristers and Advocates

Human Rights Institute

Judges' Forum

Law Firm Management Committee

Legal Profession and World Organisations

Multi disciplinary Practices Committee

Rule of Law Action Group

Pro Bono and Access to Justice Committee

Professional Ethics Committee

Senior Lawyers' Committee

War Crimes Committee

Women Lawyers' Interest Group

Young Lawyers' Committee



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SCHOLARSHIP APPLICATION FORM

INTERNATIONAL SALES, FRANCHISING AND PRODUCT LAW SECTION

Please type or complete in BLOCK CAPITALS

Each question must be answered in detail *continuing on a separate sheet if necessary*

Personal

Family name _____

First name _____

Date of birth _____ Age _____ Male Female

Nationality _____

Firm

Name of firm _____

Position within firm _____ Date of joining the firm _____

Address of firm

Street _____

_____ City _____

Country _____ Postal / Zip code _____

Tel _____ Fax _____ E-mail _____

Address for correspondence (*if different from above*)

Street _____

_____ City _____

Country _____ Postal / Zip code _____

Tel _____ Fax _____ E-mail _____

Education

Particulars of university education, including dates _____

Practice

Years of practice _____

Areas of practice _____

Countries admitted to practice _____

Other previous legal experience _____

Offices held with any national / local professional law association _____

Language (*if English is not your mother tongue, a certificate of proficiency must be attached*)

Level of fluency in English (ie fluent/good/working knowledge) _____

Do you speak any other foreign languages? _____

Other (continue on separate sheet if necessary)

Are you a member of the IBA? _____

Have you attended any other IBA conferences? Yes No If yes, where and when?

Where did you hear about the LPD's Scholarship Programme? _____

Please specify details of any previous scholarships and/or prizes awarded and details of time spent studying/working abroad.

We may seek a reference (ie from the senior member of your firm, professor or other equivalent).

Please supply name and address details

Name _____

Address _____

_____ City _____

Country _____ Postal/Zip code _____

Tel _____ Fax _____ E-mail _____

Please explain why you will require a scholarship to attend the 2009 IBA Annual Conference, rather than paying for registration. Please indicate (in your local currency) any personal contribution you may be able to make towards covering your expenses, and any expense your firm or employer will be willing to cover.

I have provided a paper on 'Comparative Advertising is legally widely accepted as a legitimate marketing tool – true or false?'

Please discuss with reference to at least four different international jurisdictions highlighting the limitations imposed on Comparative Advertising in each of the jurisdictions chosen for discussion.

Please state which LPD committee and PPID constituent you would like to join. Please be advised that the LPD committee must be from the awarding Section. For further information please visit the IBA website at www.ibanet.org.

LPD: _____ PPID: _____

I enclose Confirmation letter from
national/local bar association

Certificate of proficiency
in English (if applicable)

Signed _____ Date _____

The completed application form must be returned by **Monday 27 April 2009** to:

Kelly Savage

International Bar Association

10th Floor, 1 Stephen Street, London W1T 1AT, United Kingdom

Tel: +44 (0)20 7691 6868 Fax: +44 (0)20 7691 6545 E-mail: kelly.savage@int-bar.org