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KATZ-KILEY LECTURE AND RECEPTION



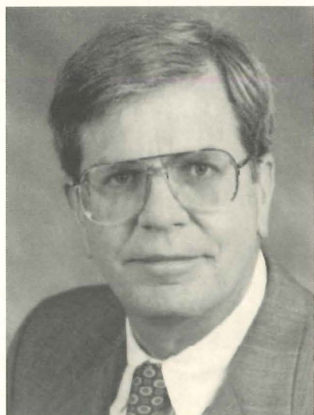
JERRE B. SWANN
KILPATRICK STOCKTON LLP
ATLANTA, GEORGIA

“TRADEMARK DILUTION
FOR THE YEAR 2000”



WEDNESDAY, NOVEMBER 1, 2000
Omni Hotel-Houston





JERRE B. SWANN is a nationally recognized expert in trademark litigation.

He is a partner in the prestigious Atlanta law firm of Kilpatrick Stockton LLP, where he is the senior litigator in the Intellectual Property Group. Swann devotes his practice to the litigation of trademark and unfair competition claims, both locally and nationally, and has been lead counsel on behalf of many major companies, including Adidas, Anheuser-Busch, BellSouth, Chrysler, Delta Airlines, General Mills, Harley-Davidson and IMAX.

Swann has authored numerous law review articles in the trademark field, including *Genericism Rationalized*, 89 TRADEMARK REPORTER 639 (1999), which emphasizes the need for rethinking genericism in a modern context and rationalizing it with forces that now facilitate competition; and *An Intuitive Approach to Dilution*, 89 TRADEMARK REPORTER 907 (1999), which adapts dilution principles, developed in the 1920s, to the realities of modern trademarks and marketing, and develops the critical factors that should be used as guidelines in resolving dilution claims.

Swann speaks at numerous local and national seminars and has served as a director of the International Trademark Association and as the Domestic Articles Editor and Editor-in-Chief of The TRADEMARK REPORTER. He is currently a member of International Trademark Association's *Brief Amicus* Committee.

Following graduation from Harvard Law School, Swann clerked for the Honorable Dudley B. Bonsal in the Southern District of New York. He is named in "The Best Lawyers in America" as a leading figure in Intellectual Property Law.

THE INSTITUTE FOR INTELLECTUAL PROPERTY & INFORMATION LAW
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is pleased to announce the seventh annual

KATZ-KILEY LECTURE AND RECEPTION

JERRE B. SWANN
KILPATRICK STOCKTON LLP
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**“Trademark Dilution
for the Year 2000”**



WEDNESDAY, NOVEMBER 1, 2000

6:00 P.M.

OMNI HOTEL-HOUSTON
PALM COURT



KINDLY RSVP BY
MONDAY, OCTOBER 30, 2000
to
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