



Seminar presented by the UIA with the support of the Barcelona Bar Association (II·lustre CoI·legi de l'Advocacia de Barcelona) – ICAB

The Fashion Industry 2020-2030:

Legal Trends and New Challenges

BARCELONA SPAIN

Thursday, March 17 & Friday, March 18, 2022

With a welcome evening cocktail on Wednesday, March 16

#UIAFashionLaw



Bringing Together the World's Lawyers

UIA is the global and multi-cultural organisation for the legal profession, established in 1927 and now with members in 110 countries. UIA facilitates professional development and international exchange of information and ideas, promotes the rule of law, defends the independence and freedom of lawyers worldwide, and emphasizes friendship, collegiality and networking among members.

Promote THE RULE OF LAW Develop YOUR NETWORK Deepen YOUR KNOWLEDGE

Join the world's largest international network of lawyers

and benefit from a 50% discount on your membership fee during the seminar!

ORGANISING COMMITTEE

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The UIA would like to thank the following partner:



Introduction

During the last decades, the fashion industry has faced several disruptions which have completely changed the way fashion companies operate in the market. The complexity of this industry has exponentially increased and new relevant matters are arising from a legal perspective due to globalisation and the subsequent internationalisation of brands, the introduction of e-commerce and social networks and the increasing competitiveness amongst the well-established fashion houses (amongst them but also amongst emergent new local brands that are trying to find their spot into the market). This comes at a time when there is a clear shift away from an approach which focused mainly on the product itself to one that now integrates all the other elements of the purchasing process into a unique value proposition to be delivered to customers.

Taking into consideration the constant dynamism of this industry, there are still multiple innovations that have, and which in the upcoming decade will continue to have, a crucial impact on fashion companies and that require a more sophisticated analysis, such as, for instance, the increasing relevance of selective distribution agreements, the challenges presented by globalisation, the introduction of blockchain, the use of 3D printers, artificial intelligence, the use of eco-friendly materials, etc.

The purpose of this seminar is to analyse the **new trends and challenges of the fashion industry for the next decade from a legal standpoint** alongside professional experts, highly recognised university professors of fashion law and in-house counsels of some of the main players in the fashion industry.

Mark your diaries now, save the date and make sure to register! We are looking forward to welcoming you to Barcelona!



Wednesday, March 16

19:00 WELCOME COCKTAIL

Kindly offered by the II-lystre Col-legi de d'Advocacia de Barcelona:

8th floor Calle Mallorca, 283 08037 Barcelona

Thursday, March 17 -

08:30 – 09:00 Registration of Participants

Il·lustre Col·legi de l'Advocacia de Barcelona 8th floor, Calle Mallorca 283, 08037 Barcelona

09:00 – 09:15 Welcome and Opening of the Seminar

- Jesús M. SÁNCHEZ, Dean of the Barcelona Bar Association
- Hervé CHEMOULI, UIA President Elect, 2C Avocats, Paris, France or his Representative
- Ignacio CORBERA DALE, UIA Co-Director of Seminars, Partner at Garrigues, London, United Kingdom

09:15 – 09:30 Introduction to the Seminar Topics

- Francisco Javier GARCÍA PÉREZ, President of the UIA Fashion Law Commission, Uría Menéndez Abogados, S.L.P., Barcelona, Spain
- Milagros POAL-MANRESA CANTARELL, Past President of the UIA Contract Law Commission, ADRsynergies, Barcelona, Spain

PART 1. IP Hot-Topics for the next Decade in the World of Fashion

09:30 – 10:00 SESSION 1: Blockchain and the Future of Fashion

Blockchain is a disruptive technology offering a wide new range of opportunities for companies. This session will analyse the impact of blockchain for fashion houses from the protection of IP rights to the effective control of distribution networks.

Keynote Speaker: • **Gianpaolo TODISCO,** partner at Clovers Studio Legale Associato, Milan, Italy

10:00 – 10:15 SESSION 2: 3D Printing and Fashion: The case of Noumena

Noumena is a multidisciplinary tech company implementing innovative solutions in the fields of Robotics, 3D printing and Wearable Tech. Mr. Sollazzo, CEO of the company, will explain the future of 3D printing in the fashion industry.

Keynote Speaker: • Aldo SOLLAZZO, CEO and founder of Noumena, Barcelona, Spain

10:15 – 11:00 ROUND TABLE: FashionTech: IP Challenges for the Fashion Industry in the Digital Economy

How to prevent users to print designs in 3D printers? Who is the owner of a design created by an autonomous AI? Can a fashion house purchase data to produce and offer a 100% customized outfit to a consumer? New technologies offer multiplicity of new opportunities but also challenges for fashion houses. This table will analyse this whole new world and its legal benchmark.

Moderator: • Marita DARGALLO NIETO, President of the UIA IP Law Commission, Partner at Buigas, Barcelona, Spain

Speakers:

- Anahita TÁRREGA, Partner at Marimón Abogados, Barcelona, Spain
- Nicola LATTANZI, Lawyer at Studio Pirola, Milan, Italy
- Anna VILADÁS JENÉ, Partner at Roca Junyent S.L.P, Barcelona, Spain

11:15 – 11:30 Coffee Break Kindly offered by Buigas



PART 2. IP and Image Rights a Labor Law Perspective

11:30 – 12:15 ROUND TABLE – Digital Fashion and Luxury: Ready for the Metaverse?

Why is fashion so interested in the Metaverse? What are the legal implication arising out of this virtual world? Is the Metaverse the logical destination for NFTs? Are there any regulations brands should take care of? This table will analyse the recent legal developments related to the entering of fashion and luxury brands into the Metaverse, including the do's and don'ts from a legal, regulatory and practical perspective. Your avatars will be very welcome!

Moderator: • **Cristina MESA SÁNCHEZ,** Partner at Garrigues, Madrid, Spain

Speakers:

- Patricia MARTÍNEZ-CARRASCO, Lawyer at Herrero & Asociados, Málaga, Spain
- Carlos MATILLA, CBO at IO Builders, Madrid, Spain
- Xavier FOZ GIRALT, Partner at Roca Junyent, Barcelona, Spain

12:15 – 12:30 Questions & Remarks

12:30 – 14:00 Lunch Break

PART 3. Selective Distribution Agreements in the Fashion Industry

14:00 – 14:30 SESSION 3: Selective Distribution Agreements: an Overview of ECJ Case-law

The ECJ has shaped through different rulings the limits of how EU antitrust regulations impact on selective distribution agreements; an essential tool for the commercialization of fashion items. This presentation will offer a didactic review of the evolution of the EU case-law in this particular field.

Speaker: • Joana WHYTE, Vice President of the Fashion Law Commission, Lawyer at TELLES Advogados, SP, RL, Porto, Portugal

14:30 – 15:15 ROUND TABLE: Selective Distribution Agreements vs. the Raise of E-commerce

E-commerce, the raise of market places and other electronic platforms combined with low transportation costs is one of the main challenges to selective distribution agreements worldwide. The implementation of proper legal instruments (including contractual undertakings and the design of efficient contractual enforcement mechanisms) are key to ensure the integrity of the selective distribution network.

Moderator: • **Milagros POAL-MANRESA CANTARELL,** Past President of the UIA Contract Law Commission, ADRsynergies, Barcelona, Spain

Speakers:

- Alexandru LAZAR, Partner at INTLAW and professor of Fashion Law in ISDE, Barcelona, Spain
- Stephen SIDKIN, Partner at Fox Williams, London, United Kingdom
- Pedro CALLOL, Partner at Callol, Coca & Asociados, Madrid, Spain
- Roberto Flavio TIRONE, Partner at Cocuzza e Associati, Milan, Italy

15:15 – 15:30 Questions & Answers

15:30 - 16:00 Coffee Break

PART 4. The Decade ahead: Legal Challenges Facing Fashion Houses

16:00 – 16:30 SESSION 4: Criminal Fashion Law

Criminal actions are having an increasing importance in the field of fashion law in several aspects including, but not limited to counterfeiting. In this session our key note speaker will address the main connections between criminal law and the world of fashion.

Keynote Speaker: • Regina Cirino ALVES FERREIRA, University Professor, São Paulo, Brazil

16:30 – 17:15 ROUND TABLE: The Decade Ahead: Legal Challenges Facing Fashion Houses

In this table we will debate about the main role of the in-house counsel of fashion companies and the challenges that they face in the decade ahead:

- the role of the in-house counsel and its relationship with external counsels;
- the raise of e-commerce and the future of physical stores;
- fashion and sustainability; and
- re-structuring operations (M&A transactions, private equity investments, etc.).

Moderator: • Francisco Javier GARCÍA PÉREZ, President of the UIA Fashion Law Commission, Uría Menéndez Abogados, S.L.P., Barcelona, Spain

Speakers:

- Lucilla TALAMAZZI, General Counsel, Pronovias, Barcelona, Spain
- Laura PARIS, Counsel in Designal, Barcelona, Spain
- Fabio MORETTI, Presidente dell' Accademia di belle arti di Venezia, Venice, Italy
- Guillermo ZULUETA, General Counsel Bimba y Lola, Vigo, Spain

17:15 – 17:30 Questions & Answers

17:30 – 18:00 Sustainability in the World of Fashion

• Elena SALCEDO, Advisor in Environmental Sustainability Integration, Founder of far&sound, Madrid, Spain

Friday, March 18 -

PART 5. Fashion, a Worldwide Industry

09:00 – 10:30 SESSION 5: How to contractually Deal with Non-Conformity of Goods in the era of Globalisation

This table will debate about essential matters for the international sale of goods in the fashion sector including:

- (i) The notion of non-conformity in Article 35 CISG
- (ii) Some traps to be aware of whenever an international sale of goods agreement is negotiated:
 - Notification of non-conformity.
 - Determining the "reasonable time" after which claims are forfeited.
 - Limiting contractually the seller's liability for damages.

Moderator: • Jean-Paul VULLIETY, Past President of the UIA International Sale of Goods Commission, LALIVE SA, Geneva, Switzerland

Speakers:

- Francisco RAMOS ROMEU, RYA Abogados, Barcelona, Spain
- Nathalie CAZEAU, Partner at Cazeau & Associés, Paris, France

10:30 – 10:45 Questions & Answers

10:45 – 11:00 Coffee Break
Kindly offered by Marimón Abogados



PART 6. Legal Challenges for Young Entrepreneurs to Start a Fashion Business

11:00 – 11:30 SESSION 6: My experience as Fashion Entrepreneur

Woodys Barcelona and Avellaneda are true stories of success in the field of fashion starred by young entrepreneurs: Josep Dosta and Juan Avellaneda. Inés and Juan will explain their experiences based on quality design, stores without stock, social media and crowdfunding finance.

Keynote Speakers:

- Josep DOSTA, Founder of Woodys Barcelona, Barcelona, Spain
- Juan AVELLANEDA, Fashion Designer, Founder of Avellaneda, Barcelona, Spain

11:30 – 12:15 ROUND TABLE: Legal Challenges for Young Entrepreneurs to Start a Fashion Business

How can a young entrepreneur start its own fashion business? Budget constraints: the balance between investing in marketing or in legal protection at the onset of a new business. Opportunities and challenges for young entrepreneurs in the fashion industry in 2022.

Moderator: • Victoria GIGANTE PÉREZ, Senior Associate at Garrigues, Valencia, Spain

Speakers:

- Laura ANTONINI, Lawyer at Marimón Abogados, Barcelona, Spain
- Lidia VIDAL VALLMANYA, Lawyer at Pinsent Masons, Madrid, Spain
- Marc CALVO CARMONA, Lawyer at Uría Menéndez Abogados, S.L.P., Barcelona, Spain

12:15 – 12:30 Questions & Answers

12:30 – 12:45 Closing Remarks

- Francisco Javier GARCÍA PÉREZ, President of the UIA Fashion Law Commission, Uría Menéndez Abogados, S.L.P., Barcelona, Spain
- Milagros POAL-MANRESA CANTARELL, Past President of the UIA Contract Law Commission, ADRsynergies, Barcelona, Spain

In Barcelona, let's keep up the good work!

A health protocol will allow you to participate in the seminar in complete safety:

- UIA will ask each participant for a vaccination certificate or a negative PCR/antigen test less than 48 hours old to enter the seminar venue.
- ➤ Masks must be worn throughout the seminar area, in the session room and during the social activities.
- ▶ In the session room, UIA will enforce social distancing.
- ➡ Hand sanitizer will be available at the entrance to the room and will be available in the busy areas of the seminar.









UIA has been regularly monitoring the health situation in France. You can also find out more by visiting the Government website https://www.gouvernement.fr/info-coronavirus

The health of our participants remains our top priority.





SEMINAR VENUE

IL-LUSTRE COL-LEGI DE L'ADVOCACIA DE BARCELONA

8th floor Calle Mallorca, 283 08037 Barcelona T+34 93 496 18 80

CONTINUING LEGAL EDUCATION

Every participant attending the seminar will receive a "Certificate of Participation" at the end of the event that may be used to obtain "Credits" for "Continuing Legal Education" - "Continuing Professional Development" purposes, depending on national rules.

For more information, please contact the UIA.

LANGUAGE

The working language will be English.

REGISTRATION FEES

*Amounts exclusive of VAT	On or before February 17	After February 18		
UIA MEMBER	□ € 300*	 € 350*		
UIA MEMBER - YOUNG LAWYER (<35) **	□ €200*	□ € 250*		
NON-MEMBER	□ € 350*	□ € 400*		
NON-MEMBER - YOUNG LAWYER (<35) **	□ € 250*	□ €300*		
ICAB MEMBER (II·lustre Col·legi de l'Advocacia de Barcelona)				

Fees include:

- Attendance at all working sessions
- Coffee breaks on March 17 & 18
- Welcome cocktail on March 16
- Seminar documentation
- Lunch on March 17
- * The VAT (21%) can be applied to the amount stated above according to the European Directive 2006/112/ CE of November 28, 2006. If you provide an <u>EU VAT ID number, the VAT will not be charged</u>. For more information, please contact the UIA.
- ** Please attach proof of age to the registration form to benefit from young lawyers fee.

Please note that the number of places at the seminar is limited. The organisers reserve the right to refuse registrations in the event of excess applications.

In order for your name to appear in the list of participants, which will be distributed during the seminar, your registration form must be received by March 10 at the latest. An updated electronic list will be sent by email to all the participants after the seminar.

HOTEL RESERVATION

A limited number of rooms have been pre-booked at a preferential rate. Reservations should be made directly through the hotel.

Credit card details must be given in	n order to secure your reservation. Please note that the number of rooms is limited. We recommend			
that you proceed with your reservations as soon as possible.				
HOTELS	RATES			
HOTELS	RAILS			

Standard room (single/double use) **HOTEL ROOM MATE CARLA (4*)** € 105 At 130 m from the seminar venue VAT 10 % included C/ Mallorca 288, 08037 Barcelona, Spain Breakfast NOT included @ € 11,95 per person per day T+34 934 76 33 96 NOT included: € 2,70 of city tax per person, per night, to be paid directly carla.jrecepcion@room-matehotels.com at the moment of the check out **HOTEL CATALONIA EIXAMPLE 1864 (4*)** Double room for single use € 100 At 450 m from the seminar venue Double room for double use Roger de Llúria 60, 08009 Barcelona, Spain Breakfast and VAT 10% included T+34 932 720 050 **NOT included: € 2,70 of city tax per person,** per night, to be paid directly eixample1864.reservas@cataloniahotels.com at the moment of the check out **HOTEL ALEXANDRA BARCELONA (4*)** Double room for single use € 155

At 350 m from the seminar venue C/ Mallorca 251, 08008 Barcelona, Spain T+34 93 467 71 66 groups@hotel-alexandra.com

Double room for double use € 173,50

Buffet Breakfast and VAT 10% included

NOT included: € 3,80 of city tax per person, per night, to be paid directly at the moment of the check out

Please indicate that you are part of the UIA group in order to get the special rate.

CANCELLATION AND GENERAL CONDITIONS

CANCELLATION CONDITIONS

All cancellations will be subject to a 50% deduction and will have to be sent in writing, to be received by the Union Internationale des Avocats no later than February 17, 2022.

No refund will be made for cancellations received after this date.

VISAS

Anyone who requires a visa invitation letter in order to attend the seminar should register and pay their registration fees no later than February 17, 2022 to ensure there is enough time to obtain a visa.

All cancellations will be refunded in full, minus €50 + VAT to cover administrative costs, provided that the UIA has received the registration documents and total registration fees no later than February 17, 2022.

If you register after this date, only 50% of the amount paid minus €50 + VAT to cover administrative costs will be refunded for cancellations due to visa

All cancellations due to a visa refusal must be sent in writing and reach the UIA before the seminar. Cancellations must be accompanied by a proof of visa refusal.

If your visa is issued after the seminar date or if you do not have proof of visa refusal, you will not be entitled to a refund.

COVID-19

For any cancellation of onsite participation after February 17, 2022, a credit voucher or a full refund of the registration fees* will be offered in the following cases:

- if you test positive for Covid-19 less than 14 days before the Seminar (a medical certificate or a proof of positive test result will be required);
- border shutdown by French government or by your country's government:
- if country where you live is under lockdown.

For any other reason, the standard cancellation policy will apply.

(*) If you wish, part of the amount paid for the seminar can be carried forward to another UIA event or refunded.

Should the onsite seminar be cancelled due to Covid-19 concerns, participants will be able to request a credit voucher or a full refund of their registration fees.

If a virtual alternative is offered, part of the amount paid for the onsite seminar can be used for the virtual seminar. The remaining amount can be carried forward to another UIA event or refunded.

GENERAL CONDITIONS

All registrations received by the Union Internationale des Avocats (UIA) along with the full payment of fees corresponding to the events selected will be confirmed in writing.

Due to the European legislation (Directive 2006-112-CE art.52), the UIA has to invoice the amount including the French VAT currently at 20%. However, you can deduct the VAT through your local fiscal administration.

The UIA reserves the right to cancel or postpone the seminar to a later date, change the seminar venue and/or programme, make any corrections or modifications in the information published in the seminar programme and cancel any invitation to participate in the seminar, at any time and at their entire discretion, without having to provide any reasons for the same.

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature, suffered (directly or indirectly) by a delegate, accompanying person or a third party following any cancellations, changes, postponements or modifications.

The UIA strongly advises participants to subscribe to modifiable and/or refundable services, as well as to take out a cancellation insurance.

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature whatever, suffered (directly or indirectly) by a delegate or accompanying person, except in case of death or personal injury due to gross negligence by the UIA.

The contractual relations between the UIA and each participant (delegate or accompanying person) in relation to the seminar are subject to French law and jurisdiction, to the exclusion of any other law. Paris is the city of jurisdiction.

FORMALITIES

It is the responsibility of participants to ensure compliance with police, customs and health formalities for their journey. Participants unable to take part in the seminar because of their inability to take a flight or any other means of transportation due to being unable to provide the documents required (passport, visa, vaccination certificate, etc.) cannot claim any reimbursement.

FORCE MAJEURE

"Force majeure" means any events external to the parties, of both an unforeseeable and insurmountable nature that prevents either the client or the participants, or the agency or service providers involved in organising the seminar, from executing all or part of the obligations provided for in the present agreement. By express agreement, such will be the case in the event of a

strike affecting the means of transport, hotel staff, air traffic controllers, an insurrection, a riot or any prohibition whatsoever decreed by governmental or public authorities.

It is expressly agreed that for the parties, a case of force majeure would suspend the execution of their reciprocal obligations. At the same time, each of the parties shall bear the burden of all the expenses incumbent upon them, resulting from the case of force majeure.

HEALTH

The organisers decline any responsibility in case of any health problems existing prior to the seminar that may lead to complications or be aggravated during the entire period of the stay: pregnancy, cardio-vascular problems, any allergies, special diets, any disorders under treatment and not yet consolidated on the day the seminar starts, psychic or mental or depressive illness, etc. (Non exhaustive list).

PERSONAL DATA PROTECTION

The personal data that you communicate to us shall be processed by the International Association of Lawyers (UIA - Union Internationale des Avocats), with its registered office at 9 rue du Quatre-Septembre, 75002 Paris (Tel: +33 1 44 88 55 66 - Fax: +33 1 44 88 55 77 - privacy@uianet.org), in accordance with Act No. 78-17 of January 6, 1978 relating to data, files and freedoms and Regulation No. 2016/679 on data protection, as of its entry into force on May 25, 2018. Your data will be managed by UIA's General Services, **Events and Accounts Section:**

- For the purpose of administering your registration for the event and your on-site access to the event;
- In order to pay for the selected services your bank details will be deleted after receipt of your payment;
- In order to communicate information messages from UIA.

To the extent necessary for the execution of their respective tasks, our subcontractors in charge of our seminar organisation, our IT infrastructure, our management, the production and maintenance of our website and extranet, are likely to gain access to your data from time to time. Their servers are located in the European Union.

Data relating to your participation in the event shall be stored for a period of 10 years. We are obliged to archive billing data until the end of the period required for our tax and accounting obligations, i.e. for 7 full tax years. We shall store your contact information to keep you informed until you ask us to stop. You have the right to access your data and have it corrected if necessary.

You may object to any processing of your data undertaken by us for the purposes of our legitimate interests. If you wish for more information, or to lodge a complaint, please contact CNIL (French Data Protection Authority).



The Fashion Industry 2020-2030: Legal Trends and New Challenges

BARCELONA, SPAIN

THURSDAY AND FRIDAY, MARCH 17 AND 18, 2022

Register online at: www.uianet.org

or please complete and return this form by email to: uiacentre@uianet.org

UIA (International Association of Lawyers)

Tel: +33 1 44 88 55 66 Fax: +33 1 44 88 55 77 Email: uiacentre@uianet.org

Family Name:	
First Name:	
UIA Identification number (if you already have one):	M I
Firm:	
Address:	
Post Code:	City:
Country:	
Tel:	Fax:
Email:	
Date of Birth:	
EU VAT ID-Number:	
Special requests (special diet, allergies, handicap):	
Arrival/departure times & flight numbers:	
Hotel:	

A. SEMINAR REGISTRATION FEES

n or before ebruary 17	After February 18
€ 300*	 € 350*
€ 200*	
€ 350*	□ € 400*
€ 250*	 300*
	*

- * The VAT (21%) can be applied to the amount stated above according to the European Directive 2006/112/ CE of November 28, 2006.
- If you provide an <u>EU VAT ID number, the VAT will not be charged</u>. For more information, please contact the UIA.
- ** Please attach proof of age to the registration form to benefit from young lawyers fee.

Please indicate below	whether you plan to	attend the following events included in the cost of your registration.	
☐ Networking Lunch	– Thursday, March 17		
C. OPTIONAL I	DINNER		
(not included in the re	egistration fees)		
☐ Optional Dinner – a	at Circulo Ecuestre Th	oursday (C/ Balmes, 169 bis, 08006 Barcelona), March 17, at 20:30	
Please boo	kperson(s) for	the dinner € 50 (excl. VAT) ×_	_/ pers
		Total (C) (Excl.)	VAT) €
D. TOTAL			
TOTAL (A) Excl. VAT –	Registration Fees		€
TOTAL (C) Excl. VAT –	Optional Dinner		€
		TOTAL (A + C) Excl.	VAT €
		VAT if applicable (21	%)* €
		If you provide an EU VAT ID number, the VAT will not be charg	red.
		TOTAL (A + C + V	/AT) €
		unt stated above according to the European Directive 2006/112/CE of AT will not be charged. For more information, please contact the UIA.	November 28, 2006
CANCELLATIO	N CONDITIONS A	ND GENERAL CONDITIONS	
		d accepted the cancellation policy and the general terms and condition will only be taken into account after receipt of my payment.	ns given on page 7 o
signing this registratio	n form, grants UIA the	and/or voice may be recorded or filmed during the entire duration of right to use, reproduce and distribute the concerned images and recola, for an unlimited duration, completely free of charge.	
The undersigned ackn on page 7 of the regis		n informed of the processing of the personal data contained in this for	m by UIA, as detaile
METHOD OF P	AYMENT		
quoting "2022 Bard Société Géné BIC / SWIFT I	celona Seminar", to t érale – Paris Elysées E N°: SOGEFRPP	the payee, in favour of the Union Internationale des Avocats, he following bank and account: ntreprise – 91 avenue des Champs Elysées – 75008 Paris – France IBAN: FR76 3000 3033 9200 0503 4165 164 fer order to your registration form	
☐ By credit card:	O Visa	O Mastercard	
Card N°:		Expiry date:/ 3 digits:	:
Name of card	d holder:		
I authorise the Union	Internationale des Av	ocats to debit the above mentioned credit card in the amount of € (E	UR)

Signature:

B. SEMINAR SOCIAL ACTIVITIES