



PRESS RELEASE

Paris – 20 March 2012



Katrina Burchell, appointed Intellectual Property Director of PPR

PPR announced the appointment of Katrina Burchell as Intellectual Property Director. PPR is the owner of significant intellectual property globally including many well-known trade marks in the Luxury and Sport & Lifestyle divisions. Katrina Burchell's primary role will be to leverage the strategic value of these assets. She will be in charge of re-organising and monitoring PPR's Intellectual Property function and delivering world class services to her internal clients in this respect.

Prior to joining PPR, Katrina headed the Trademarks, copyrights and domain names at Unilever group. She has been involved in the Intellectual Property profession for more than twenty years, including several positions in in-house trademark departments as well as various positions on committees of numerous associations.

Katrina Burchell

An Intellectual Property professional for more than 20 years, Katrina Burchell held several positions in in-house trademark departments including ICI (now AstraZeneca) and Allied Lyons (now Allied Domecq). She has also held various positions on committees of numerous associations (including Chair of Anti-Counterfeiting Group – UK) and was a council member of the Institute of Trade Mark Attorneys for 10 years (being now a Fellow of that organisation). In her previous position at Unilever group, she headed the Trademarks, copyrights and domain names. In this position, Katrina led a team of 18 based in London and Rotterdam who provided trade mark services to the global brand development and brand building teams including trade mark clearance, registration and enforcement work and strategically managing the portfolio of 150,000 trademarks worldwide.

Katrina Burchell is currently a Board member of INTA, the International Trademark Association and serves on their in-house practitioners committee.



A propos de PPR

Le Groupe PPR développe le potentiel de croissance d'un ensemble cohérent de très grandes marques de Luxe et de Sport & Lifestyle spécialisées dans l'habillement et les accessoires. Présent dans plus de 120 pays, PPR a réalisé en 2011 un chiffre d'affaires de 12,2 milliards d'euros et rassemblait près de 47 000 collaborateurs au 31 décembre. L'action PPR est cotée à Euronext Paris (FR 0000121485, PRTP.PA, PPF.P).

Retrouvez Gucci, Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Stella McCartney, Sergio Rossi, Boucheron, Girard-Perregaux, JeanRichard, Puma, Volcom, Cobra, Electric, Tretorn et Fnac sur ppr.com.

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