Programme CPVO-EUIPO joint event

30 YEARS of incentivising innovation

Celebrating intellectual property together

19 September 2024

Hybrid
EUIPO Auditorium and online
09:00 – 09:30  Registration / Welcome coffee

**MORNING SESSION**

**Opening Statements**

09:30 – 10:00

**Session 1 - Artificial Intelligence (AI) - a game changer?**

10:00 – 11:20  Panel

- **Topic 1** - What is left? Will AI take over?
- **Topic 2** - Applications of AI in the registration proceedings
- **Topic 3** - The role of Copyright in Training of AI models
- **Topic 4** - The role of Copyright in protecting outputs in GenAI

Discussion

11:20 – 11:50  Networking Coffee

**Session 2 – EU IP Action Plan and Single market – a glimpse into the future**

11:50 – 13:00  Panel

- **Topic 1** – New laws – Design legal reform and Craft Gis
- **Topic 2** - Fight against counterfeiting and infringing goods

Discussion

13:00 – 14:30  LUNCH BREAK
AFTERNOON SESSION

Session 3 - Sustainability and IP

14:30 – 15:35
Panel

Topic 1 - Certification rights and green labelling

Topic 2 - How can Geographical Indications improve sustainability

Topic 3 - Plant Variety Rights and sustainability

Topic 4 - Designs and sustainability

Discussion

Session 4 – It’s all about strategy

15:35 – 16:40
Panel

Topic 1 - Corporate standards for intellectual property protection - an insider’s view

Topic 2 IP - Strategies from a lawyer’s perspective - plant breeders rights, trade marks, trade secrets, GIs - when to choose which?

Topic 3 - Possible Pitfalls from an EUIPO/CPVO perspective in the Interface of Trade Marks and Plant Varieties!

Discussion

Closing Remarks

16:40 - 17:00