

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 *João NEGRÃO, Executive Director, EUIPO*
Sandra GALLINA, Director-General, DG SANTE

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

10:00 – 11:30 **Panel led by *Andrea Di Carlo, Deputy Executive Director, EUIPO***

Topic 1 - What is left? Will AI take over?

Carlos LUNA GARCIA, Digital Innovation Department, EUIPO

Topic 2- Applications of AI in the registration proceedings

Ángela MARTÍNEZ LÓPEZ, Legal Advisor, CPVO
Inés GARCIA LLEDO, Head of Collaborative Opposition Examination Service, Business Operations Department, EUIPO

Topic 3 - The role of Copyright in Training of AI models

Maria-Daphne PAPADOPOULOU, Acting Director, Hellenic Copyright Organization

Topic 4 - Does Copyright have a role in protecting outputs in GenAI?

Augusto DRUMOND, Principal Legal Counsel – IP Operations, Amazon

Discussion

11:30 – 11:50 **Networking Coffee**

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

11:50 – 13:00

Panel led by Paivi MANNERKORPI, Team Leader, DG SANTE

Topic 1 - New laws – Design legal reform and Craft GIs

Gailé SAKALAITE-ORLOVSKIENE, Legal Affairs Department, EUIPO
Lorena MARTÍNEZ, Legal Affairs Department, EUIPO

Topic 2 - Fight against counterfeiting and infringing goods

Blanca ARTECHE, Head of Enforcement Service, Observatory, EUIPO
Antonio VILLARROEL LÓPEZ DE LA GARMA, Managing Director, GESLIVE

Discussion

13:00 – 14:30

LUNCH BREAK

AFTERNOON SESSION

Session 3 – It's all about strategy

14:30 – 15:45

Panel led by Stefan MARTIN, Boards of Appeal, EUIPO/Chairperson of the Board of Appeal, CPVO

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

Ingrid SLANGEN, Director of IP & Legal Affairs, Selecta One

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

Gert WÜRTEMBERGER, Meissner Bolte, Munich

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

Montserrat GARCIA-MONCÓ FUENTE, Head of Legal and Governance Affairs Unit, CPVO
Pablo AMAT RODRÍGUEZ, Business Operations Department, EUIPO

Discussion

Session 4 - Sustainability and IP

15:45 – 16:50

Panel led by Gordon HUMPHREYS, President ad interim of the Boards of Appeal, EUIPO

Topic 1 - Certification rights and green labelling

Hugh O'NEILL, Head of Trade Mark and Design Practice Service, EUIPO

Topic 2 - How can Geographical Indications improve sustainability

Pilar MONTERO, Director of the Master in Intellectual Property, University of Alicante

Topic 3 - Plant Variety Rights and sustainability

Jean MAISON, Head of Plant Varieties Expertise Unit, CPVO

Topic 4 - Designs and sustainability

Muchaneta TEN NAPEL, Chairwoman, Culture and Creative Industries (CCI) Taskforce, UN Climate Change Global Innovation Hub

Discussion

Closing Remarks

16:50 - 17:10

Francesco MATTINA, President, CPVO
João NEGRÃO, Executive Director, EUIPO