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

Gailė 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 WÜRTENBERGER, 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

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<th>Time</th>
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<tr>
<td>15:45</td>
<td>Panel led by Gordon HUMPHREYS, President ad interim of the Boards of Appeal, EUIPO</td>
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<td>15:45</td>
<td>Topic 1 - Certification rights and green labelling</td>
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<td>Hugh O’NEILL, Head of Trade Mark and Design Practice Service, EUIPO</td>
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<td>15:45</td>
<td>Topic 2 - How can Geographical Indications improve sustainability</td>
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<td>Pilar MONTERO, Director of the Master in Intellectual Property, University of Alicante</td>
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<td>15:45</td>
<td>Topic 3 - Plant Variety Rights and sustainability</td>
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<td>Jean MAISON, Head of Plant Varieties Expertise Unit, CPVO</td>
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<td>15:45</td>
<td>Topic 4 - Designs and sustainability</td>
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<td>Muchaneta TEN NAPEL, Chairwoman, Culture and Creative Industries (CCI) Taskforce, UN Climate Change Global Innovation Hub</td>
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**Discussion**

### Closing Remarks

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<tr>
<td>16:50</td>
<td>Francesco MATTINA, President, CPVO</td>
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