

PROGRAMME

IP HORIZON 5.0 - Mapping opportunities and challenges for Intellectual Property in a globalised economy

Co-organised by the European Union Intellectual Property Office (EUIPO) and the McCarthy Institute

Date: 26th and 27th September 2019

Venue: EUIPO (Auditorium)

Outline of the conference:

The European Union Intellectual Property Office, in collaboration with the San Francisco-based McCarthy Institute, is organising an International Conference at EUIPO's headquarters in Alicante, Spain, on 26 and 27 September 2019. This Conference brings together representatives from some of the leading IP offices in the world, international business, lawmakers, judges, academics, law enforcement authorities and lawyers to look at issues at the forefront of IP planning, including cutting edge developments such as artificial intelligence.

A wide range of experts from across the globe will consider the challenges and foreseeable developments, as the digital society undergoes further changes. Opportunities presented by global e-commerce and transformative technologies will also be discussed, together with the future of IP jobs.

The event is designed to encourage interactive discussion among participants about the questions that need to be considered as the globalisation of IP continues to move forward.

THURSDAY 26th SEPTEMBER 2019

8:30 – 9:00 Welcome coffee

I. KEYNOTE: THE IP GLOBAL VILLAGE

9.00 – 9.45

Opening speakers:

- Christian Archambeau, Executive Director, EUIPO
- David Franklyn, Director of the McCarthy Institute and Professor of Law at Golden Gate University, San Francisco
- Jorma Hanski, Chairperson of the Management Board of the EUIPO and representative of the Finnish EU Presidency

Keynote speaker:

- Francis Gurry, Director General, WIPO

II. INDUSTRIAL REVOLUTION 5.0

Opportunities and challenges for IP in the age of digital transformation

9.45 – 16.15

09.45 – 11.20

Introduction:

- Nathan Wajzman, Chief Economist, Observatory EUIPO

1. IP at the crossroads of the digital highway: the views of industry

The panellists will give an overview of the current challenges they face in IP and how these can be best addressed.

Panel leader:

- Piotr Strykowski, Senior Economist, OECD

Speakers:

- Jan de Visser, IP&S Manager Brand Protection, Senior Director, Philips Intellectual Property & Standards
- Isabella E. Fu, Associate General Counsel and Head of Patents, Microsoft Corporation
- Angie Hankins, General Counsel & Corporate Secretary, Samsung Strategy & Innovation Center
- Yutaka Hasegawa, VP, Head of Sony Design
- Xinghao Wang, Global Director of Intellectual Property, Alibaba

Panel discussion

11.20 – 11.45 – Networking Coffee

11.45 – 13.25

2. Setting the scene for future IP policy initiatives

The panellists will endeavour to address the extent to which law and policy makers are able to meet the challenges identified by the previous panel. Particular emphasis will be given to global alignment of IP policy and laws through treaties, conventions and other international regulatory instruments that set a framework in which business can prosper and thrive.

Panel leader:

- Pavel Svoboda, Former Chairperson of the Legal Affairs Committee of the European Parliament

Speakers:

- Peter Kovács, Head of Unit, Services and investment, Intellectual Property and Public Procurement, European Commission
- Shira Perlmutter, Chief Policy Officer and Director for International Affairs, United States Patent and Trademark Office
- Tomoki Sawai, Director-General, Patent and Design Examination Department, Japan Patent Office
- Amaryllis Verhoeven, Head of Unit, Intellectual Property and Fight Against Counterfeiting, European Commission

Panel discussion

13.25 – 14.45 Networking Buffet

14.45 – 16.15

3. Bringing the IP world closer together

Representatives from the European Commission and major IP offices will describe the efforts currently being made to draw up soft law and develop consistent and predictable practices that bring global IP Offices closer together for the benefit of business.

Panel leader:

- Paula Adamson, General Manager, Trade Marks and Designs Group, Intellectual Property Office, Australia

Speakers:

- Michael Fröhlich, Director European and International Legal Affairs, European Patent Office
- Dae Soon Jung, Director, International Education Division, Korean Intellectual Property Office
- Juan Lozano, Director General, Mexican Institute of Industrial Property
- João Negrão, Director of International Cooperation and Legal Affairs Department, EUIPO
- Tomoki Sawai, Director-General, Patent and Design Examination Department, Japan Patent Office
- Daren Tang, Chief Executive, Intellectual Property Office of Singapore
- Amaryllis Verhoeven, Head of Unit, Intellectual Property and Fight Against Counterfeiting, European Commission

Panel discussion

16.15 – 16.45 Networking Coffee

III. SELF-REGULATORY GLOBAL e-COMMERCE

16.45 – 18.05

1. Protecting IP in e-commerce: the law and self-regulatory measures

Not all IP solutions can be found by traditional legislation and soft law. Big business has sought to take matters in its own hands through IP self-regulation, whereby those wishing to engage in economic activity must abide by certain IP rules and regulations. As voluntary co-operation agreements start to be signed, IP liability regimes shift. Sometimes this self-regulation may even influence legislation and result in sui generis systems of dispute resolution and enforcement. Panellists will outline those rules and co-operation agreements from an IP perspective, while looking at how they are being currently implemented by commerce and sometimes lawmakers, and what improvements are possible.

Panel leader:

- Paul Maier, Director of the EUIPO Observatory

Speakers:

- José Checa, General Counsel Brand & Marketing properties, Nestlé
- Daniel Dougherty, Senior Enforcement Director, Alibaba
- Christopher Oldknow, Public Policy EMEA IP, Customer and Brand Trust, Amazon
- Harrie Temmink, Deputy Head of Unit, Intellectual Property and Fight Against Counterfeiting, European Commission
- Mary Wong, Vice President, Strategic Community Operations, Planning and Engagement, ICANN

Panel discussion

20.30 **Gala Reception**

Speaker at Gala Dinner:

- Hartmut Esslinger, Legendary industrial designer; Founder of Frog design; Winner of the 2018 DesignEuropa Lifetime Achievement Award

FRIDAY 27TH SEPTEMBER 2019

8:30 – 9:00 Welcome coffee

IV. TRANSFORMATIVE TECHNOLOGIES AND IP JOBS IN THE FUTURE

9.00 – 10.35

1. The future face of IP examination and asset evaluation

Panellists will look at what the top level IP Offices consider to be the most pressing issues in today's IP examination and asset evaluation environment and what preparations are needed to make full use of artificial intelligence and blockchain technology in daily work. Consideration will be given to the impact of these transformative technologies on the IP Offices and their users.

Panel leader:

- Russell Pangborn, Partner at Seed IP Law Group

Speakers:

- Kathleen Cooney-Porter, Senior Trademark Advisor, United States Patent and Trademark Office
- Ursula Schildt, Director, Digital Transformation Department, EUIPO
- Kijoong Song, Deputy Director, Trademark Policy Division, Korean Intellectual Property Office
- Daren Tang, Chief Executive, Intellectual Property Office of Singapore
- Takaaki Yamamoto, Member of the AI Project Team, Japan Patent Office

Panel discussion

10.35 – 11.00 Networking Coffee

V. TRANSFORMATIVE TECHNOLOGIES IN IP CAREERS IN THE FUTURE

11.00 – 12.15

Panellists will take a furtive glance at the future of IP jobs. This session will endeavour to look at how AI, the internet of things, blockchain and other cutting edge developments will impact on the creation of new jobs, and its effect on IP, legal practitioners, judges, enforcement agents and academics.

Panel leader:

- James Nurton, Director, Lextel Partners

Speakers:

- Manuel Desantes, Professor of Private International Law, University of Alicante
- Mark Friedländer, Manager Legal & Compliance Division, Toyota Motor Europe
- Klaus Grabinski, Judge at the German Federal Court of Justice, Karlsruhe, Germany
- Gordon Swartz, Dean, Edward S. Ageno School of Business
- Daoming Zhang, Assistant Director Illicit Markets, Interpol

Panel discussion

VI. CONCLUSIONS AND CLOSURE

12.15 – 13:00

The final session will discuss the main conclusions of the programme providing a synthesis of the whole conference, after which the Executive Director of the Office will close the event.

12.15 – 12.50: Main conclusions: McCarthy Institute and EUIPO in conversation

Speakers:

- David Franklyn, Director of the McCarthy Institute and Professor of Law at Golden Gate University, San Francisco
- Gordon Humphreys, Chairperson of the Fifth Board of Appeal, EUIPO

12:50-13:00: Closing remarks

- Théophile Margellos, President of Boards of Appeal, EUIPO

13:30 – 16:00 Networking Buffet