

INTELLECTUAL PROPERTY FOR THE EUROPEAN UNION IN A WORLD OF CHALLENGES

expert conference

19 – 20 February 2020
Zagreb



programme

INTELLECTUAL PROPERTY FOR THE EUROPEAN UNION IN A WORLD OF CHALLENGES

Expert Conference Programme

19 – 20 February 2020
Zagreb

Organizer:

State Intellectual Property Office of the Republic of Croatia

Supporting partners:

European Commission

European Union Intellectual Property Office

European Patent Office

World Intellectual Property Organization



Venue: Zagreb, National and University Library

19 February, Wednesday

8:15 Registration

First day Conference Moderator: Ms Barbara Kolar

9:00 – 10:00 Opening speeches

Ms Ljiljana Kuterovac, Director General, State Intellectual Property Office (SIPO)

Mr Darko Horvat, Minister, Ministry of Economy, Entrepreneurship and Crafts (tbc)

Ms Nina Obuljen Koržinek, Minister, Ministry of Culture

Ms Blaženka Divjak, Minister, Ministry of Science and Education

Ms Amaryllis Verhoeven, Head of Unit, Intellectual Property, DG Grow, European Commission (EC)

Mr Christian Archambeau, Executive Director, European Union Intellectual Property Office (EUIPO)

Mr Francis Gurry, Director General, World Intellectual Property Organization (WIPO) - video message

Mr António Campinos, President, European Patent Office (EPO)

GLOBAL AND SINGLE MARKET CHALLENGES AND OPPORTUNITIES

10:00 – 12:50

THINK SMALL FIRST

How to use intellectual property to help them grow - revisiting reconsidering support to small and medium sized enterprises to find a missing link

10:10 – 10:40

Market success through smart commercialisation of innovation

What can we learn about SMEs from the recent studies

Mr Yann Ménière, Chief Economist, EPO

Ms Inge Buffolo, Director Customer Department, EUIPO

10:40 – 11:00

Intellectual property asset management for (more) competitive SMEs

Challenges for SMEs and how to address them

Mr Francisco Mingorance, Executive Secretary, IP EUROPE

11:00 – 11:20

One size does not fit all – a global approach

WIPO's SMEs support – the benefits of a tailor-made approach

Mr Michal Svantner, Director, Department for Transition and Developed Countries, WIPO

11:20 – 11:50

Coffee break



11:50 – 12:50

Is there a need for a new IP ecosystem for SMEs support?

How to tell a different story – a new approach: integrated and better targeted support, partnerships and effective collaborations, improved channels of information and communication

Panel discussion:

Moderator: Ms Tanja Milović, Acting Deputy Director General, SIPO

Ms Elena Kostadinova, Legal and Policy Officer, Intellectual property, DG Grow, EC

Ms Jose-Daniel Ugarte-Otero, Project Adviser – COSME, EASME

Ms Inge Buffolo, Director Customer Department, EUIPO

N.N., Ministry of Economy, Entrepreneurship and Crafts (tbc)

N.N., Croatian Agency for SMEs, Innovation and Investments (HAMAG-BICRO) – (tbc)

Mr Tomislav Uroda, Director, iCat Ltd.

12:50 – 13:10

Q & A

13:10 – 14:10

Lunch

14:10 – 15:45

THINK BIG – INTELLECTUAL PROPERTY SYSTEM FOR A GLOBALLY COMPETITIVE EUROPEAN INDUSTRY

How to make intellectual property policy better related to the new industrial strategy of the European Union

14:10 – 14:30

Smart IP policies to boost Europe's industrial competitiveness in the digital age

Ms Amaryllis Verhoeven, Head of Unit, Intellectual Property, DG Grow, EC

14:30 – 15:10

Patents for technologies of the fourth industrial revolution

Challenges and possible solutions

Standard Essential Patents and Artificial Intelligence

Ms Elena Kostadinova, Legal and Policy Officer, Intellectual property, DG Grow, EC

Standard Essential Patents

Ms Monica Magnusson, Vice President of IPR Policy and Communication at IPR & Licensing, ERICSSON

15:10 – 15:30

Design protection for a more competitive European industry

Is there a need for a reform of the design protection to adapt it to the digital age and technical progress?

Ms Natalia Zebrowska, Legal and Policy Officer, Intellectual property, DG Grow, EC

15:30 – 15:45

Q & A

15:45 – 16:00

Coffee break

16:00 – 17:35

THINK GREEN – INTELLECTUAL PROPERTY FOR A NEW GREEN DEAL

How to make Europe greener with intellectual property

16:00 – 16:20

Green Deal

What it is about and how could intellectual property contribute

Ms Amaryllis Verhoeven, Head of Unit, Intellectual Property, DG Grow, EC

- 16:20 – 16:40 **WIPO Green**
Green Technology: Trends, Challenges, and Potential Solutions from an IP Perspective
Ms Marion Dietterich, Director, Global Challenges Division, WIPO
- 16:40 – 16:50 **EPO Green**
Climate change mitigation technologies in Europe and further trends in “green patents“
Mr Yann Ménière, Chief Economist, EPO
- 16:50 – 17:20 **Market Green**
Experience from a green technology entrepreneur
Mr Tomislav Uroda, Director, iCat Ltd.

Mr Željko Riha, Chief Marketing Officer, Include Ltd.
- 17:20 – 17:35 **Q & A**
- 20:00** **Conference Dinner**
(Venue: Croatian Music Institute, Gundulićeva 6-6a, Zagreb)

20 February, Thursday

Second day Conference Moderator: Mr Mislav Togonal

DIGITAL ECONOMY CHALLENGES AND OPPORTUNITIES

9:00 – 10:40

DIAL D FOR DATA

Is it a time for a new data (protection) regime?

9:00 – 9:20

Building European data economy in the Digital Single Market

Data protection and the data economy: friends or foes?

Dr. Raphaël Gellert, Assistant Professor, Faculty of law, Radboud
Universiteit

9:20 – 9:40

Data economy – results from the Finnish Presidency

Principles for a human-centric, thriving and balanced economy

Ms Lotta Engdahl, Senior Specialist, Data Department / Data Business
Unit, Ministry of Transport and Communications, Finland

9:40 – 10:20

Is it a time for a new data governance?

A view from academic research

Dr.sc. Romana Matanovac Vučković, Associate Professor, Faculty of
Law, University of Zagreb

Prof. Dr. Wolfgang Kerber, Professor, Philipps-Universität Marburg - School
of Business & Economics

10:20 – 10:40

Q & A

- 10:40 – 11:00** **Coffee break**
- 11:00 – 15:00** **DIAL C FOR COPYRIGHT DATA**
Copyright digital infrastructure – how far did we get?
- 11:00 – 11:20 **Experience from France**
Ms Anne Le Morvan, Head of Office of Intellectual Property, Ministry of Culture, France
- 11:20 – 11:40 **Experience from scientific publishers**
Ms Mathilde Renou, Rendel Consulting, Founder and Legal Consultant, STM
- 11:40 – 12:00 **Improved governance to meet the music industry’s data challenges**
Dr Hyojung Sun, Research Associate in Creative Industries, Faculty of Arts, Humanities & Social Sciences, Ulster University
Mr Dennis Collopy, Senior Research Fellow at University of Hertfordshire
- 12:00 – 12:20 **Developing the Copyright Infrastructure: Results from the Finnish Presidency**
Ms Anna Vuopala, Senior Government Counsellor, Finnish Presidency of the Council of the EU, Ministry of education and culture
- 12:20 – 13:20** **Lunch**
- 13:20 – 14:40 **Where do we go from here?**
Panel discussion:
Moderator: Ms Jelena Sekulić, IP Counsellor, Croatian Presidency of the Council of the EU
Mr Marco Giorello, Head of Unit, Copyright, DG CNECT, EC

Ms Anna Vuopala, Senior Government Counsellor, Finnish Presidency of the Council of the EU, Ministry of education and culture

Mr Matthias Schmid, Head of Division, Copyright and Publishing Law, Federal Ministry of Justice and Consumer Protection, Germany

Ms Susan Allen, Attorney Advisor with the Office of Policy and International Affairs (OPIA), United States Patent and Trademark Office (USPTO)

Ms Anne Le Morvan, Head of Office of Intellectual Property, Ministry of Culture, France

Mr Piero Attanasio, Head of international affairs at AIE – Italian Publishers Association

Ms Mathilde Renou, Rendel Consulting, Founder and Legal Consultant, STM

Dr Hyojung Sun, Research Associate in Creative Industries, Faculty of Arts, Humanities & Social Sciences, Ulster University

Mr Dennis Collopy, Senior Research Fellow at University of Hertfordshire

14:40 – 15:00

Q & A

15:00 – 15:20

Coffee break

15:20 – 17:00

DIAL 007 FOR TRADE SECRETS

Trade secret protection in digital economy

15:20 – 16:00

Global dimension and challenges of trade secrets

Cyber theft and other current issues and challenges

Mr Scott Kerin, ICHIP Attorney Advisor

Prof.mr. Erik Vermeulen, Full Professor, Tilburg University and Tilburg Law and Economics Center (TILEC)

- 16:00 – 16:20 **European challenges in the field of trade secrets**
Has Directive brought strong(er) enforcement tools and what should we do next to tackle challenges?
Ms Natalia Zebrowska, Legal and Policy Officer, Intellectual property, DG Grow, EC
- 16:20 – 16:40 **Practical challenges of trade secrets protection for business in digital environment**
Mr Domien Op de Beeck, Counsel, Bird & Bird
- 16:40 – 17:00 **Q & A**
(Closure of the Conference)

speakers



Ljiljana Kuterovac

Ljiljana Kuterovac has been the Director General of the State Intellectual Property Office of the Republic of Croatia (SIPO) since July 2012.

Prior to that she was the Deputy Director (2008-2012) and the Assistant Director (2004-2008) and held different professional positions at the SIPO. She has more than 20 years of professional experience in the field of intellectual property and teaches at the Postgraduate specialist interdisciplinary study of intellectual property at University of Zagreb.

Before she joined the SIPO she has been researcher in the field of electrical engineering at the University of Zagreb, Faculty of electrical engineering (1991-1999).

She graduated from the University of Zagreb, where she obtained Bachelor of Science and Master of Science degree in electrical engineering. She also holds Master of Laws in Intellectual Property degree from the University of Turin, Italy. She attended numerous international professional courses in different field of intellectual property and several executive courses in governance at Harvard Kennedy School of Government. She has published scientific and professional papers in the field of electrical engineering and intellectual property.

Ms Kuterovac has been representative of the Republic of Croatia in the Management Board of the European Union Intellectual Property Office and in the Administrative Council of the European Patent Organization. She was a member of the Supervisory Board of the European Patent Academy (2013-2016) and the chair of the WIPO Assembly of the Patent Law Treaty (2015-2016 and 2019-2020).

speakers



Darko Horvat

Darko Horvat, Minister of Economy, Entrepreneurship and Crafts was born in Čakovec, Croatia in 1970. He graduated at the Faculty of Electrical Engineering and Computer Science, University of Maribor (UM FER), study program of Electrical Engineering. In his rich career he was appointed on certain important positions. In 1996, he has been employed in HEP-Distribution d.o.o., Distribution Elektra Koprivnica, where he has worked for 10 years as an independent engineer in the field of process informatics and remote control system of electro-energetic plants.

In July 2006 he was appointed Director of HEP Distribution System Operator d.o.o., “Elektra” Čakovec. Since June 2010, by the decision of the Government of the Republic of Croatia he was appointed as Director of Energy Department at the Ministry of Economy, Labour and Entrepreneurship. From 2009 to 2011 he was the President of the Board of HEP Group. In the same period he was the President of the Supervisory Board of Plinacro. Since February 2012, he has been working in the EnergyPlus d.o.o. from Ludbreg where he became a member of the Management Board responsible for production and development.

From January to October 2016 he was appointed as the Minister of Entrepreneurship and Crafts. In 2016 he became a Member of Croatian Parliament. He has been performing the duty of the Minister of Economy, Entrepreneurship and Crafts of the Republic of Croatia since May 2018.

Further on, minister Horvat is a member of many national and international associations. He successfully completed the training program “Circular Economy and Sustainable Development for Developing Countries” in Beijing, People’s Republic of China. Minister Horvat was also awarded with the certificate for finishing the program „Corporate Governance for members of Supervisory Board’s and Management Board’s“. Minister Horvat is the President of the Croatian Democratic Union (HDZ) county organization in Međimurje County. He is also a member of the HDZ National Presidency and Chairman of the Energy, Mining and Protection Committee. Minister Horvat is married and has two children. He speaks English and is conversant in German.

speakers



Nina Obuljen Koržinek

Nina Obuljen Koržinek, Minister of Culture of the Republic of Croatia, has more than 25 years of professional experience in the fields of international relations, culture and media policies. She graduated from the Academy of Music and Faculty of Philosophy and obtained her Ph.D. from the Faculty of Political Sciences. Prior to her appointment as the Minister of Culture in 2016, she was working as a research associate at the Institute for Development and International Relations in Zagreb. She is publishing books and articles as well as expert studies in Croatian and international journals and teaches at the University of Zagreb.

Her consultancy and expert engagements include work for UNESCO, Council of Europe, European Cultural Foundation, UNDP, European Parliament etc. She received the European Cultural Policy Research Award for her research on the impact of the EU enlargement on cultural policies that was published in the book *Why we need European Cultural Policies: impact of EU enlargement on countries in transition*, Amsterdam, 2006.

Former Assistant Minister and State Secretary, she was a member of the negotiating team for the Croatian accession to the EU responsible for the fields of culture and education as well as information society and media. She was also the head of the Croatian delegation for the negotiations on the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.



speakers



Blaženka Divjak

Blaženka Divjak is a Minister of Science and Education since 9th June 2017. There are four reform processes she is leading: curricular reform of general education, reform of vocational education and training, relevant higher education and enhancement of research excellence.

Before that she was full professor of mathematics as well as a scientific advisor in mathematics and information science at the University of Zagreb.

She was born in 1967 in Varaždin, Croatia. She studied Mathematics and Physics at the University of Zagreb and graduated 1989. After that she studied at the postgraduate level and became a master of science in the field of mathematics in 1994. She earned her Ph.D. in 1998 at the University of Zagreb, Department for Mathematics. From 1990 to 1994 she was a high school teacher of Mathematics and Physics in gymnasium (Gimnazija Varaždin). In 1994, she started her academic career at the Faculty for Organization and Informatics at the University of Zagreb. From 1999 to 2003 and from 2007 to 2010 she was a Vice-Dean for Science and Research and International Cooperation at the Faculty for Organization and Informatics. From 2010 to 2014 she was a Vice-Rector for Students and Studies of the University of Zagreb. Minister Divjak attended study periods at the University of Kentucky (October - November 1997), University of Georgia, Duke University (March, 2010), University of Leuven (2010) and University of Edinburgh (March - May 2015). Extended academic project-based cooperation she had with the Karls-Franzens University Graz and University of Freiburg. In 2005, Blaženka Divjak received a Special Rector's award for quality development at the University of Zagreb and several other rewards for excellence of her academic work. She has published over 70 scientific papers and around 40 professional papers and has presented at many scientific and professional conferences. Minister Divjak is the author of seven books, two of which are university textbooks and was an editor of four books. She has coordinated 14 national and international projects and participated in many projects as a researcher in the field of mathematics, project management, learning analytics, curriculum development, strategic planning in higher education and quality assurance in research and development.

speakers



Amaryllis Verhoeven

Amaryllis Verhoeven is Head of the Intellectual Property Unit at the European Commission (DG GROW F3). She joined the European Commission in 2001 and has worked on a wide range of issues related to building and functioning of the Single Market as well as on energy policy issues. Amaryllis has a Ph.D. in law and political theory and holds an LL.M. degree of Harvard Law School. She lectures at the Law Faculty of the KU Leuven (Belgium) and has authored a book & academic articles. Before joining the European Commission, Amaryllis worked as an attorney in the offices of Cleary Gottlieb Steen & Hamilton.



speakers



Christian Archambeau

Christian Archambeau, a Belgian national, was appointed as Executive Director of the European Union Intellectual Property Office by the Council of the European Union in 2018.

A graduate in civil engineering from Université libre de Bruxelles, he has been part of the Office's top management team since taking over as Deputy Executive Director on 1 December 2010.

Under successive Strategic Plans since that date, Mr Archambeau had direct oversight of Finance, Infrastructure, the Academy, and the Office's quality, performance and risk initiatives.

His responsibilities included the Office's major building and infrastructure programmes, ISO 9001 certification for all operations and the introduction of an integrated enterprise-wide risk management approach.

In the Finance area, he oversaw the introduction of Activity Based Budgeting and Management and the process simplifications that helped contribute to substantial annual cost efficiency gains. This enabled the Office to cope with a major growth in workload from EU trade mark and design registrations while also taking on increased responsibilities in international cooperation in IP and developing the European Union Observatory on Infringements of IP Rights.

Prior to joining the EUIPO, he held a number of senior positions in the European Patent Office in Infrastructure, Administration and Human Resources. He previously worked in construction in the Middle East before moving to the European Space Agency in facility management.

speakers



Francis Gurry

Francis Gurry is an Australian lawyer who has served as Director General of the World Intellectual Property Organization (WIPO) since October 1, 2008.

He holds law degrees from the University of Melbourne, a Ph.D from the University of Cambridge and is an honorary professor of, and holds honorary doctorates from, universities in a wide range of countries. He is the author of a number of publications, one of which has become a standard legal text in the UK and is published by Oxford University Press as Gurry on Breach of Confidence.

Francis Gurry speaks English and French.



speakers



António Campinos

António Campinos took up office as the President of the European Patent Office (EPO) on 1 July 2018. With nearly 7 000 staff, he leads one of the largest public service institutions in Europe.

Prior to the appointment as President of the EPO, António Campinos was the Executive Director of the European Union Intellectual Property Office (EUIPO) in Alicante/Spain from 2010 until June 2018. Mr Campinos came to the EUIPO from the Portuguese National Institute of Industrial Property (INPI). He joined INPI in 2000 as Trademark Director and in 2005 was elected its President.

Mr Campinos' career also includes his time as President of the Administrative Council of the Centre d'Études Internationales de la Propriété Intellectuelle (CEIPI) at the University of Strasbourg for a term of five years. In addition, he was awarded the title of Doctor Honoris Causa from the University of Alicante, Spain, in 2017. He was also inducted to the IP Hall of Fame of the Intellectual Asset Management magazine in recognition of his significant contribution to intellectual property law and practice.

As Portuguese national with a Master in Public Law and advanced European studies, he began his career in 1998 in the public administration sector in Portugal at the Ministry of Economy and Innovation as Assistant to the Deputy Secretary of State to the Minister.

speakers



Yann Ménière

Yann Ménière joined the EPO as Chief Economist in February 2016. He has many years of extensive experience of providing economic insights into issues relating to patents, innovation and economic growth and contributes high-level expertise and analysis to public and expert forums on a regular basis. Yann led the chair on IP and Markets for Technology at MINES ParisTech where he was previously a professor of economics. He also lectured on the economics of IP at Imperial College London, the Université catholique de Louvain (Belgium) and CEIPI. His research and expertise relate to the economics of innovation, competition and intellectual property.



speakers



Inge Buffolo

Inge Buffolo is Director of the Customer Department of the European Union Intellectual Property Office (EUIPO) since 1 November 2019. In 1998 she joined the EUIPO and has been part of the Office's management team since 2010, holding various positions such as Head of the Institutional Relations Service, Deputy Director of the Customer Service Department or Head of the Business Analysis Service.

Born in Germany, Inge graduated as a Telecommunications engineer from the University of Trier. After her thesis and some time working in the Project Centre for HP in Frankfurt, she joined the Société Européenne des Satellites in Luxemburg where she worked for six years in Business Administration and Project Management.



speakers



Francisco Mingorance

For over 25 years Francisco advises international firms and governments agencies on European and International policy and regulatory matters. In 1999 he participated in the development of the European Commission policy on TRIPs-related matters and access to patented pharmaceuticals in Africa. After completing his mission for the European Commission (declining a kind invitation to work for Mr Viola's predecessor in DG Trade at the time), Francisco moved back to private sector and opened the representation of the Business Software Alliance (BSA) in Brussels where and managed International and European regulatory affairs for leading US Tech corporations for over 10 years.

After leaving BSA and since 2011 in his capacity of founding partner of Europa Insights, a consultancy specialized in IP, trade and technology matters, Francisco has created and is supporting several European-driven associations that bring together leading European corporations, SMEs and research institutions, such as: IP Europe (Brussels-based European-driven coalition for R&D and IP-intensive innovators) and CISPE (Association of European and SMEs Cloud Infrastructure Providers). Europa Insights also supports leading IoT groups such as AIOTI and his currently engaged with dozens of European innovative SMEs. In the past 18 months, Europa Insights has advocated for the next European budget ("InvestEU") to help finance strategic Intellectual Property Rights for R&D-intensive European start-ups and SMEs in order to make these innovative enterprises more competitive and attractive for growth investors, without diluting entrepreneurs. Press release here: <https://www.iptalks.eu/3148-2/>

Dual Swiss and Spanish citizen, Francisco is a lawyer with an engineering background: he holds masters of the University of Geneva (Law) and of the Swiss Federal Institute of Technology in Lausanne (EPFL, Technology Management, materials and fuel cells department).

Europa Insights – Transparency Register 578630818521-25:

Europa Insights is an independent consultancy providing strategic, political, legal and regulatory advice to organizations that want to improve their understanding of European Institution and navigate the best path through legislative decision making.

Our consultancy supports the creativity and entrepreneurial spirit of innovators who want to transform their ideas into valuable enterprises. It only works with clients who embrace diversity and value social responsibility, prioritising policies and projects that contribute to a vibrant European economy, promote and retain young talent, and create high-value jobs for the next generation.

Key Focus Areas:

Intellectual Property Rights (IPRs), Patents, Standard Essential Patents (SEPs); 5G, Internet of Things (IoT) and Industry 4.0; Cloud Computing, Data Protection, GDPR and Cyber Security; Investment in Social Entrepreneurship and Innovative Infrastructures; Public Health and International Development; Sustainability, Recycling and the 'Green Digital' Agenda; International Trade and other antidotes to nationalism

speakers



Michal Svantner

Since February 1, 2009, Mr. Svantner is the Director of the Department for Transition and Developed Countries (TDC) at the World Intellectual Property Organization (WIPO), Geneva, Switzerland.

In addition since July 2014 he is acting as Director of WIPO's External Office in the Russian Federation. Mr. Svantner started his career in WIPO in 2003 being responsible for the promotion of the protection of intellectual property in certain countries in Europe and Asia.

Before joining WIPO Mr. Svantner held positions in the UNDP, in the UNOCHA, UNHCR, and between 1981 and 1993 he worked as diplomat at the Federal Ministry of Foreign Affairs of Czechoslovakia and Ministry of Foreign Affairs of Slovakia.

Mr. Svantner holds a Ph.D. - JUDr. Es-Law, from the University of Charles, Prague (1981), and graduated in 1981 from the Moscow State Institute of International Relations. He also studied in the Academy of International Economics and Trade, Banská Bystrica, Czechoslovakia (1971 – 1974). He is fluent in Arabic, Czech, English, French, Hungarian, Polish, Russian and Slovak.

He is married and has three children.



speakers



Tanja Milović

Tanja Milović is Acting Deputy Director General of the State Intellectual Property Office of the Republic of Croatia (DZIV). She joined DZIV in 2000 and after 8 years serving as a patent examiner, she has been working at the DZIV as a head of units for IP education, development of the application of IP in relevant domestic sectors, IP services and IP promotion. On behalf of the DZIV, she has been coordinator and member of the evaluation committees and consortiums in the European projects dedicated to the valuation of IP in financing SMEs and helping them to make use of IP. She is a member of the Advisory Board to support innovators.

During her work in the field of intellectual property, she has authored several professional papers and reviews in the field of intellectual property use in innovation development and business.

She has a Master's degree in biology and holds a Master of Science degree in molecular biology. She completed the Innovation for Economic Development program at Harvard Kennedy School. Before joining DZIV, Tanja worked at the University Clinic for Tumours and at the Faculty of Science in Zagreb.



speakers



Elena Kostadinova

Elena Kostadinova is a Legal and Policy Officer in the Intellectual Property Unit at the European Commission. Elena works on IP and Open Innovation, Artificial Intelligence, Data and IP, and Standard Essential Patents. Before joining the Intellectual Property Unit, Elena worked as a lawyer in the Legal Unit of DG Trade of the European Commission, an advisor to the Hearing Officer for Trade and an associate in a top international law firm in Brussels. Elena graduated from the University of Sofia and holds an LL.M. in European law from the College of Europe, Bruges.



speakers



Jose-Daniel Ugarte-Otero

Daniel Ugarte is a Project Adviser at the COSME unit Executive Agency for Small and Medium-sized Enterprises (EASME). Since 2014 he is responsible for overseeing the implementation of a portfolio of projects in the domain of Intellectual Property, notably the International IP SME Helpdesks. Graduate in Political Science by the University of Santiago de Compostela, Daniel holds a Master on EU studies by the University of A Coruna and a Master of Laws on Intellectual Property by the University of Edinburgh.



speakers



Tomislav Uroda

Founder and Managing Director iCat Ltd

Received his education at the Faculty of Mechanical Engineering and Naval Architecture in Zagreb, where he graduated as a Naval Architect Engineer. Tomislav started his career at the Faculty as an external collaborator on the structural analysis of ship structures for Bureau Veritas. He then continues his education at the IEDC - Bled Business School, where he got a Master of Business Administration (MBA) degree. Part of his business career was in CroNoMar as a part of the team, where as a consultant he was involved in creating new business activities in the area of sea and maritime affairs.

In his career, he participated in several projects independently or as part of a team designing ships and various structures in the maritime and oil sectors.

With his expertise and knowledge, he is leading the iCat team through projects to superb results in every area. Always ready for new challenges will easily bring you into the world of the future through innovative approach and simple solutions regardless of whether it is designing a ship or consulting.



speakers



Monica Magnusson

Monica Magnusson is Vice President of IPR Policy and Communication at IPR & Licensing within the Ericsson group, reporting to Ericsson's Chief Intellectual Property Officer Kasim Alfalahi. In this role, she is responsible for establishing and driving Ericsson's position in discussions related to patents and patent licensing, such as the current IPR Policy debate in standard development organizations like the European Telecommunications Standards Institute (ETSI) and the International Telecommunication Union (ITU). She has corporate responsible for advocating Ericsson's views on these issues towards regulators and policy makers across the world and communicating them globally. These are operations she has gradually built over the past seven years.

Monica Magnusson joined Ericsson in 1998, as a patent engineer and part of a team focused on the forming of Ericsson's patent portfolio for WCDMA related inventions. Her experience with Ericsson also includes managing patent attorney groups in Sweden and in the US, and out-licensing patent portfolios in North America.

Prior to joining Ericsson, Monica was a patent agent with Albihns, an intellectual property consultancy in Stockholm, and before that an R&D engineer with Siemens-Elementa, Stockholm.

Monica Magnusson holds a Master's degree in electrical engineering from Royal Institute of Technology, Stockholm.

speakers



Natalia Zebrowska

Legal and policy officer at the European Commission, Intellectual Property Unit, Natalia Zebrowska is responsible for the evaluation of the EU legislation on design protection and coordinates the work on the future priorities for Intellectual Property policy. Admitted to the bar in Poland, Natalia worked for the top international law firms specialised in IP before moving to the public sector. Graduate of Jagiellonian University in Cracow and Centre for the International Intellectual Property Studies at Strasburg University (LL.M.).



speakers



Marion Dietterich

Marion “Amy” Dietterich is the Director of the Global Challenges Division at the World Intellectual Property Organization (WIPO). In this role, she covers Intellectual Property (IP)-related global policy issues in the areas of Global Health, Climate Change, and Food Security.

Amy has twenty years of experience in the fields of public health, water & sanitation, and governance, spanning community-based organizations, international NGOs, global health partnerships, and United Nations institutions. Prior to joining WIPO in 2018, she worked with the International Federation of Red Cross and Red Crescent Societies (IFRC) to ensure stronger community engagement in health systems governance and service delivery, and with the Parliamentary Network on the World Bank and IMF to support parliamentary oversight of development cooperation and financing.

Ms. Dietterich earned her academic qualifications in Epidemiology, Biology, and French from the London School of Hygiene and Tropical Medicine (LSHTM) and Bucknell University in 2005 and 2000 respectively.



speakers



Željko Riha

Željko Riha is an experienced marketing and communications professional with over 10 years of experience in different industries and markets. Today, Željko is a part of an amazing company from Croatia, Include, where he works as their chief marketing officer.

Include is a leading European smart city technology company. Based in Solin, Croatia, in a high tech facility with over 50 highly educated employees, Include is recognized as a serious development IoT technology company. Include is growing rapidly in terms of company size, sales volume and global reach. With a global footprint of more than 1300 benches on 51 markets around the world, Include is involved in major 'Smart city' projects and have made its presence known in 260 cities and municipalities across 6 continents.

Željko is a member of the Chartered Institute of Public Relations and London Diplomatic Academy and an active startup business mentor at Algebra ZIP Startup Incubator and Startup Live.



speakers



Raphaël Gellert

Raphael Gellert is an Assistant Professor in ICT and Private law at the Radboud Universiteit (Nijmegen, NL).

He conducts research in law law and digital technologies, In this context, he has written extensively on data protection law, data protection impact assessments, and risk management.

His PhD, on the risk-based approach to data protection law is forthcoming with Oxford University Press.



speakers



Lotta Engdahl

M.Soc.Sc. Lotta Engdahl is Senior Specialist working in the Data Business Unit at the Ministry of Transport and Communications Finland. Lotta has been working with the strategic development of data economy initiatives. In order to foster data economy in global co-operative competition, Lotta has been advancing the initiative during 2019 Finland's Presidency of the Council of the EU to draft universal Data Economy Principles to guide policies and regulative measures towards human-centric, thriving and balanced data economy.



speakers



Romana Matanovac Vučković

Romana Matanovac Vučković, PhD, is an Associate Professor within the department of Civil Law at the Faculty of Law, University of Zagreb, in Croatia. She has published fifty-seven scientific papers and numerous other publications in the area of intellectual property and private law. Many of them are on copyright. Romana is a head of Postgraduate Specialist Interdisciplinary Study “Intellectual Property” at the University of Zagreb, where she also teaches several subjects. Among others, she was Deputy Director General of the State Intellectual Property Office of the Republic of Croatia, President of the Council of Experts for Copyright and President of the Boards of Appeal in the field of industrial property. She was member of the Working Group for negotiations of the Republic of Croatia with the EU for the Chapter 7 – Intellectual property. Romana is an international expert in the area of intellectual property who cooperates frequently with WIPO and participates in projects of technical assistance in the field of intellectual property, funded by the EU and the World Bank. She is a trade mark and patent representative. Currently, she is also a special adviser to the Minister of culture of the Republic of Croatia and an arbitrator before the Permanent Arbitration Court at the Croatian Chamber of Commerce.

FOTO: Sandra Šimunović / PIXSELL

speakers



Wolfgang Kerber

Wolfgang Kerber is Professor of Economics at Philipps-University Marburg (Germany) since 1997. He was Visiting Scholar at the Law Schools of University College London, Queen Mary University of London, University of California (Irvine), Fernand Braudel Fellow at the European University Institute (Florence, Italy), and Hauser Global Fellow at NYU Law School. He has done research in competition policy, evolutionary and innovation economics, law and economics, and European integration. His current main fields of research are (1) Competition law and economics, (2) Law and economics of innovation and IP, and most recently (3) Regulatory problems of the digital economy (data governance, competition, and privacy). His most recent publications are about the assessment of innovation effects in competition law (esp. in merger cases); interoperability in the digital economy; copyright exhaustion of digital goods; digital markets and privacy; data ownership, data rights, and data governance; access to invehicle data in connected cars, and the reform of the type approval regulation for motor vehicles. He is also coauthor (jointly with Heike Schweitzer, Justus Haucap et al.) of the report on “Modernizing the Law on Abuse of Market Power” (2018) for the German Ministry for Economic Affairs (in preparation for the 10th amendment of German competition law).

speakers



Anne Le Morvan

Anne Le Morvan, Head of the copyright department in the general secretariate of the ministry of culture and communication since 2011, joined the ministry in 2000 where she was in charge with the european and international questions related to copyright. She is a law graduate from a french University. She was an assistant in a law university during a couple of years, and worked in a research institute for copyright.



speakers



Mathilde Renou

Mathilde Renou, is the Founder of RENDEL Consulting, a consultancy specialized in giving advices and shaping strategies both on Legal & Public Affairs with regards to Copyright and Digital Policy at national, European and International Level. Mathilde is an expert in Copyright law, platform liability, data and AI policy, and has extended experience in the publishing industry. In 2018, Mathilde was Legal Advisor for the Federation of European Publishers, representing the interests of Trade Publishers in Europe. Since May 2019, and the opening of her consultancy, Mathilde represents the International Association of Scientific, Technical and Medical publishers as part of the Legal Counsel Team (Lenz Caemmerer). On top of Copyright advocacy, Mathilde is also actively involved in the latest technological developments (such as Artificial Intelligence) and highly experienced to shape strategic advice and advocate at European policy-making and legal levels on how such new technologies interact with and challenge the current policy and legal framework (such as Intellectual Property and ICT Law, Data law, and competition law).



speakers



Hyojung Sun

Dr Hyojung Sun is a Research Associate in Creative Industries at Ulster University. She holds a PhD in Science, Technology and Innovation Studies from the University of Edinburgh and currently works for the NESTA's Policy and Evidence Centre (PEC). Most of her work so far has focused on issues relevant to digital music disruption. This includes the recently published monograph, *Digital Revolution Tamed: The Case of the Recording Industry* (2019) and the UK-IPO commissioned research project, *Music 2025 – the Music Data Dilemma*.

As an interdisciplinary researcher, she works across disciplines and brings industry, academia and Government together to maximise research impact on policy. Following on *Music 2025*, she is working on a music data governance framework which will be published at the *Oxford Handbook for the Global Popular Music* (co-authored with Dennis Collopy). In this work, she brings her lived-in experience in the domain name registration industry and the relevant lessons from The Internet Corporation for Assigned Names and Numbers (ICANN)'s governance framework. She will soon lead a new project on music creators' earnings. Commissioned by the Council of Music Makers and sponsored by UK IPO, the project will investigate issues involved in the distribution of music streaming revenues.



speakers



Dennis Collopy

Dennis Collopy is a Senior Research Fellow at the University of Hertfordshire (UH) in the UK, specialising in Music and IP related research including various studies for UK Music and the UK's Intellectual Property Office (IPO). For the IPO he has led research projects such as "Measuring Infringement of IP Rights" (2014) as well as "Share and Share Alike – Social Media and IP Rights" (2017) He also contributed to the 2019 IPO commissioned "Music 2025" study" as part of team including Ulster University's Dr Hyojung Sun.

Dennis has been involved with academia over the past two decades, co-founding the UK's #1 rated Music Industry Management course at UH in 2007 as well as IMBRA (the International Music Business Research Association) based in Vienna in 2011.

He has spent over 4 decades in the music industry working across artist management, record labels and music publishing in the UK and USA, having been MD of Riva Music (signing the Clash and John Mellencamp); BMG Music Publishing (where he signed Steve Earle and Maria McKee and worked with Eurythmics and Clannad); EG (working with KLF, the Orb and Robert Fripp) and most recently his own Menace Music Management firm, working mainly in managing rights for artists and song writers like Matt Aitken, Frankie Miller, Slowdive/Mojave 3's Neil Halstead, Gary Benson and Steve Edwards. Dennis is a former director of the UK's Performing Right Society, Mechanical Rights Society and a board member of the MPA.

speakers



Anna Vuopala

Anna Vuopala is a Senior Government Adviser in the Art and Cultural Policy Department of the Ministry of Education and Culture. Ms. Vuopala has a Master of Laws degree from the University of Helsinki and she has trained on the bench at the District court of Raasepori in 2000. This year she has 20 years of experience in developing and amending copyright law in Finland and developing the legislative Intellectual property framework and enforcement of IP in the European Union and WIPO contexts. She has been lecturing in IPR matters for years, especially in Copyright; Digital Economy; Digital Libraries and also cultural heritage related IP matters. With her vast experience, she is very deep into DIGITAL IP questions and specifically new solutions for licensing, blockchain, metadata and also human rights including freedom of opinion, artistic expression and access to knowledge. She has also published articles for the Nordic Council of Ministers, European Union and Finnish Copyright Society as well as academic publications.



speakers



Jelena Sekulić

Since May 2019 Jelena Sekulić is Intellectual Property Rights Counsellor at the Permanent Representation of the Republic of Croatia to the EU. Prior to this, she has been a Senior Legal Advisor at the Copyright Department in the State Intellectual Property Office in Zagreb for six years, in charge of preparing national positions in copyright matters as part of EU and WIPO negotiations. Apart from this, she provided education and training to general and professional public in copyright and related rights as well as legal support to citizens, businesses and other governmental bodies. Before that, she worked as a lawyer.

She holds a Master of Law degree as well as a Master of Social Pedagogy.



speakers



Marco Giorello

Marco Giorello has been the Head of Unit for Copyright in the European Commission (DG CONNECT) since 2017. He has been working in Copyright since 2011. Italian and lawyer by training, he has worked for the European Commission for more than 15 years, covering numerous areas of the European Internal Market policy. He has been directly involved in the planning and negotiations of the Copyright reform, including the Directive on Copyright in the Digital Single Market. Prior to joining the European Commission, he worked for an Italian law firm and lectured on EU Law. He holds an LLM in European Law awarded by the College of Europe in Bruges (1998).



speakers



Matthias Schmid

Matthias Schmid, Ministerialrat Bundesministerium der Justiz und für Verbraucherschutz

Jurist; von 1991 bis 2000 Richter in Berlin. Seit 2000 Mitarbeiter des Ministeriums bei der Gesetzgebung im Schuldrecht, Familienrecht, Mietrecht und Immaterialgüterrecht. Referatsleiter seit 2006, seit 2014 zuständig für Urheberrecht. Einige Veröffentlichungen; interessiert an der Fortentwicklung der Gesetzgebungstechnik bei komplexen Aufgabenstellungen.

Matthias Schmid, Head of Division, Federal Ministry of Justice and Consumer Protection

Lawyer; judge in Berlin from 1991 to 2000. Since 2000 employee of the ministry as a legal drafter in the law of obligations, family law, tenancy law and intellectual property law. Since 2006 head of unit, since 2014 responsible for copyright. Some publications; interested in the further development of legislative techniques for complex topics.

speakers



Susan Allen

Susan Allen is an Attorney Advisor with the Office of Policy and International Affairs (OPIA), United States Patent and Trademark Office (USPTO). She focuses on copyright policy matters and is particularly interested in issues involving the intersection of copyright and technology. Through her work with the Department of Commerce's Internet Policy Task Force, Susan engages with stakeholders about ways the government can help promote a more robust and collaborative digital marketplace for copyrightprotected works. Her regional portfolio includes Europe, Eurasia, and Middle East/North Africa (MENA). Her substantive responsibilities include Open Access/Open Licensing; Privacy; Emerging Technologies; and Data issues. She contributed to two reports issued by the Department of Commerce's Internet Policy Task Force: White Paper on Remixes, First Sale, and Statutory Damages (Jan. 2016) and Fostering the Advancement of the Internet of Things (Jan. 2017).

Susan has over fourteen years of experience as an intellectual property attorney. Prior to joining OPIA, she worked at the USPTO as a trademark examining attorney, and in private practice, helping clients to protect and enforce their trademarks, copyrights, domain names, privacy, and publicity rights. She is a Certified Information Privacy Professional (CIPP-US). She graduated from William & Mary Law School, holds a European Masters of Law and Economics (EMLE) from the University of Hamburg, and completed her undergraduate economics degree at the University of California, Davis.

speakers



Piero Attanasio

Piero Attanasio got a master of science in economics at the University of Bologna. He has been working in book publishing since 1986 covering various positions (editor, sales manager, board member) in small sized academic publishing houses. In 1996 he joined the Italian Publishers Association (AIE) where he is currently head of international affairs, R&D programmes and academic publishing. He is a member of the Board of the Federation of European Publishers (FEP), the Copyright Policy Working Group of the International Publishers Association (IPA), the Executive Committee of the ISBN International Agency, the Board of Fondazione LIA and the advisory board of the P&R Foundation.

Piero was CEO at mEDRA (the IT spin-off of AIE) from 2004 to 2018 and board member at EDItEUR and at the International DOI Foundation. He chaired the Standard and Technology Committee of IPA, the ARROW Association and the ISBN International Agency.

He is lecturer in the postgraduate course on publishing at the University of Milan and author of many articles and two monographs about the impact of technologies on book trade and rights management in the digital environment.



speakers



Scott Kerin

Scott Kerin is a federal prosecutor with the United States Department of Justice and currently serves as the International Computer Hacking and Intellectual Property Advisor for Eastern Europe and Central Asia based in the U.S. Embassy in Bucharest, Romania. Mr. Kerin has been an Assistant United States Attorney in Portland, Oregon for over 17 years serving in the Violent and Organized Crime Section, the Narcotics Section, and the Economic and Environmental Crimes Section. He began his career as a Deputy District Attorney prosecuting gang cases in Portland, Oregon. He graduated with honors from both Lewis and Clark Law School in Portland, Oregon and Butler University in Indianapolis, Indiana.



speakers



Erik Vermeulen

Erik P.M. Vermeulen is a Professor of Business and Financial Law at Tilburg University in The Netherlands, Senior Legal Counsel at Signify (formerly known as Philips Lighting) and an Innovation Advisor.

Erik can best be described as an innovator. He has a particular interest in how artificial intelligence, sensors, data-analytics, and blockchain are amplifying and accelerating each other and creating new opportunities across all areas of the economy and society. In this fast-changing world, Erik revisits long-held assumptions, theories, and business models and seeks to develop new models more appropriate to the new world.

Erik's thought-provoking and innovative views on business, leadership, governance, regulation and education have attracted international attention. He regularly serves as an expert advisor to international organizations, such as the European Commission, the Organization for Economic Co-operation and Development (OECD), the United Nations, the World Bank, and national and local governments around the world.

He is an Innovation Advisor at a law firm (Pels Rijcken) in The Hague, and a board/advisory member of several companies/organizations, including a healthcare provider in The Netherlands.

He teaches international business law regularly at universities in Europe, the United States, Colombia and Japan and has appeared at numerous conferences as a featured or keynote speaker. Erik has a blog at medium.com/@erikpmvermeulen, where he shares insights and ideas about how the digital world is changing the way we live, work and learn.

He is also a co-owner of a Michelin star restaurant.

speakers



Domien Op de Beeck

Domien Op de Beeck is a member of Bird & Bird's Intellectual Property (IP) group. He is practising law out of Brussels since 2007. The more technical IP rights have always been at the heart of his practice. Patent and trade secrets litigations, license and collaboration agreements and (non) infringement advise are his daily bread and butter. Apart from that, Domien also promotes the use of design and copyright laws and helped clients in banning copycats from the market, has represented trade mark holders in opposition and infringement proceedings and helped clients to recapture their legitimate domain names. After dozens of court cases, representing clients before the courts and intellectual property offices in Belgium and abroad, he is well-versed in the procedural intricacies of IP litigation. Contract drafting and negotiation is another inherent part of his practice, trying to help clients add value to their IP, negotiating safe passage to bring products to market, or finding constructive out-of-court solutions. Domien is a member of professional organisations like AIPPI, BMM, EPLAW and LES.



speakers



Mario Antičić

With more than 20 years of experience in business sector as an employee and entrepreneur, I took active role in Croatian government as a State Secretary responsible for SME's sector, Industry, Investments and Innovation at Ministry of Economy, Entrepreneurship And Crafts, with mission to make public and governmental services closer and more efficient for SMEs, business and Industry. During past 3 years I am participating as an SME Envoy for Croatia in EU SME Envoy network. Constantly developing different EU funding programmes for SMEs, taking active role in creating and improving of Investment, R&D and Innovation Acts and regulations, cooperation on Digital Impuls 2020, improving Acts for Crafts and Cooperatives, Investment incentives, collaboration on developing and implementing Croatian dual educational system. Recently running the project INI – Innovation Network for Industry, with vision and goal to establish sustainable innovation system in Croatia.



speakers



Bernardo Matos

Bernardo Matos is Director IPR Policy at Ericsson. In this role, he is responsible for representing Ericsson in policy discussions related to patents and patent licensing, such as IPR policy debates in standard development organizations like the European Telecommunications Standards Institute (ETSI). He previously worked as European Affairs Policy Manager at RTL Group, a leading European media company, focusing on issues related to copyright and media law. Before that, he was responsible for coordinating all activities related to intellectual property, competition policy and legal affairs at the American Chamber of Commerce to the EU.

A qualified lawyer in Portugal, he has a law degree from Universidade Católica Portuguesa, a post-graduate degree in European studies from the University of Lisbon, and an LL.M. in European Union Law from the College of Europe in Bruges.



First day Conference Moderator: Ms Barbara Kolar

Second day Conference Moderator: Mr Mislav Togonal

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