

## DRAFT 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:** 26<sup>th</sup> and 27<sup>th</sup> 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 organizing 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 26<sup>th</sup> SEPTEMBER 2019**

**8:30 – 9:00 Welcome coffee**

**I. KEY NOTE: THE IP GLOBAL VILLAGE**

9.00 – 9.45

**Opening speakers:**

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

**Key note speaker:**

- Francis Gurry, Director General, WIPO

## **II. INDUSTRIAL REVOLUTION 5.0**

Opportunities and challenges for IP in the age of digital transformation

9.45 – 11.20

### **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:**

- Irène Hors, Deputy Director for Public Governance, OECD

#### **Speakers:**

- Xinghao Wang, Global Director of Intellectual Property, Alibaba
- Makalika Naholowa'a, Head of Trademarks, Microsoft
- Angie Hankins, General Counsel & Corporate Secretary, Samsung Strategy & Innovation Center
- Yutaka Hasegawa, Vice-President, Senior General Manager, Creative Centre, SONY Corporation
- Jan de Visser, IP&S Manager Brand Protection, Senior Director, Philips Intellectual Property & Standards

#### **Panel discussion**

**11.20 – 11.45 – Networking Coffee**

**11.45 – 13.35**

## **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:**

- Slawomir Tokarski, Director of Innovation and Advanced Manufacturing, EU Commission
- Shira Perlmutter, Chief Policy Officer and Director for International Affairs, United States Patent and Trademark Office
- GAN Shaoning, Deputy Commissioner, Chinese National Intellectual Property Administration
- Park Won-joo, Commissioner, Korean Intellectual Property Office - *to be confirmed*
- Tomoki Sawai, Director-General, Patent and Design Examination Department, Japan Patent Office

**Panel discussion (15')**

**13.35 – 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:**

- João Negrão, Director of International Cooperation and Legal Affairs Department, EUIPO
- Michael Fröhlich, Director European and International Legal Affairs, European Patent Office
- Amaryllis Verhoeven, Head of Unit, Intellectual Property and Fight Against Counterfeiting, European Commission
- Dong Cheng, Deputy Director General, International Cooperation, Chinese National Intellectual Property Administration – *to be confirmed*
- Mary Boney Denison, Commissioner for Trademarks, United States Patent and Trademark Office
- Representative from the Trademark and Design Examination Bureau, Korean Intellectual Property Office – *to be confirmed*
- Tomoki Sawai, Director-General, Patent and Design Examination Department, Japan Patent Office
- Daren Tang, Chief Executive, Intellectual Property Office of Singapore

#### **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:

- Daniel Dougherty, Senior Enforcement Director, Alibaba
- Dana Brown Northcott, Associate General Counsel for Intellectual Property, Amazon
- Mary Wong, ICANN, Senior Policy Director
- Representative from EU company - *to be confirmed*
- Harrie Temmink, Deputy Head of Unit, European Commission

#### Panel discussion

#### 20.30 Gala Reception

#### Speakers at Gala Dinner:

- Hartmut Esslinger, Legendary industrial designer; Founder of Frog design; Winner of the 2018 DesignEuropa Lifetime Achievement Award
- Russell Pangbourne, Partner at Seed IP Law Group

**FRIDAY 27<sup>TH</sup> SEPTEMBER 2019**

**8:30 – 9:00 Welcome coffee**

## **IV. TRANSFORMATIVE TECHNOLOGIES AND IP JOBS IN THE FUTURE**

**9.00 – 10.30**

### **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 block chain technology in daily work. Consideration will be given to the impact of these transformative technologies on the IP Offices and their users.

#### **Panel leader:**

- Daren Tang, Chief Executive, Intellectual Property Office of Singapore

#### **Speakers:**

- Dong Cheng, Deputy Director General, International Cooperation, Chinese National Intellectual Property Administration - *to be confirmed*
- Ursula Schildt, Director, Digital Transformation Department, EUIPO
- Satoshi Noguchi, Director General, Trademark and Customer Relations Department, Japan Patent Office - *to be confirmed*
- Representative from the Trademark and Design Examination Bureau, Korean Intellectual Property Office - *to be confirmed*
- Mary Boney Denison, Commissioner for Trademarks, United States Patent and Trademark Office

#### **Panel discussion**

**10.30 – 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
- Klaus Grabinski, Judge of the German Federal Court of Justice, Karlsruhe, Germany
- Daoming Zhang, Assistant Director Illicit Markets, Interpol
- Mark Friedländer, Manager Legal & Compliance Division, Toyota Motor Europe
- Marco Iansiti, Head of Technology and Operations Management Unit, Harvard Business School
- Nathan Wajzman, Chief Economist, Observatory, EUIPO

### **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**

- Christian Archambeau, Executive Director, EUIPO

### **13:30 – 16:00     Networking Buffet**