



BUSINESS WAY FORUM®

*5th International  
Online Conference*

# PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

*10th conference  
on Intellectual Property*

- IT solutions patenting
- Unfair competition
- Advertising and Media
- Combat counterfeiting
- International experience

**1-2  
OCTOBER  
2020**

09:30 - 10:00

### Case-study:

Succession of Intellectual Property Rights: Practical Issues, On the Example of Copyright in a Work:

- Evidence issues in inheritance cases: the effect of the presumption of authorship in practice;
- Possible difficulties in proving authorship to handwritten texts and texts typed on a computer;
- Definition of authorship style. Is there a need of an expertise?
- Settlement of disputes with a notary: window of opportunity in appealing decisions;
- How to defend the rights and legitimate interests in dealings with notaries?
- Disposal of intellectual rights before the expiration of the 6-month period: what is the accession to the heirship.

### Victoria Sedokova

Head of Department for Legal Support to foreign economic projects,

**Ural Mining Metallurgical Company, Russia**

10:00 - 10:30

### Case-study:

A share of the result of intellectual activity: is it possible to get a share and manage it?

- Changes in legislation on shared ownership of IP;
- Management;
- Protection.

### Sergey Zuykov

Managing partner,

**Zuykov and partners, Russia**

## TITLE SPONSOR



# Zuykov and partners

Legal services in civil law, regarding the protection of intellectual property. Legal support in Rospatent, FAS (the Federal Antimonopoly Service), FTS (the Federal Customs Service), the Court for Intellectual Property Rights and in courts of all instances. We operate in Moscow, other places in Russia and abroad.

[www.zuykov.com](http://www.zuykov.com)

10:30 - 11:00

### Case-study:

Intellectual property issues in the context of M&A transactions:

- Verification of intellectual property rights and related risks for the buyer;
- Structuring of M&A transactions in terms of transfer of intellectual property rights.

### Vera Zotova

Associate in the Intellectual Property and Information Technology practice,

**Borenium Attorneys, Russia**

[www.borenium.com](http://www.borenium.com)

CONFERENCE SPONSOR  
**B O R E N I U S**

11:00 - 11:30

### COFFEE BREAK

11:30 - 12:00

### Case-study:

Management of intangible assets in the holding company.

### Svetlana Dubrovina

Head of Intellectual Property Protection,

**ROUST, Russia**

12:00 - 12:30

### Case-study:

Trademark protection: monitoring violations of exclusive rights.

### Yulia Kuznetsova

Head of Department, corporate property management Department, Corporate and legal Affairs Unit,

**MTS, Russia**

12:30 - 13:00

### Case-study:

Contractual relations between the employer and employees creating intellectual property.

### Svetlana Malkova

Senior lawyer,

**MMK-PRAVO (MMK Group), Russia**

**13:00 - 14:00**

**LUNCH**

**14:00 - 14:30**

**Case-study:**

Boundaries of intellectual property immunity in digital markets: will there still be competition?

**Ekaterina Kalugina**

Deputy General Director for legal Affairs,  
**Double Data, Russia**

**14:30 - 15:00**

**Case-study:**

The interplay between cybercrime and -security and the impact on trade secrets.

**Ruben Roex**

Partner,  
**Timelex, Belgium**

**15:00 - 15:30**

**Case-study:**

Features of using cloud services and related legal risks.

**Alexandra Cherepanova**

Corporate Counsel, Russia & CIS, Mediterranean and Eastern Europe,  
**VM Ware, Russia**

**15:30 - 16:00**

**COFFEE BREAK**

**16:00 - 16:30**

**Case-study:**

The practice of dealing with intellectual property infringers in app stores (using games as an example).

**Egor Soudakov**

Legal Counsel,  
**Playrix, Russia**

**16:30 - 17:00**

**Case-study:**

SKY V SKYKICK: INTENT TO USE AND BAD FAITH Implications for Broad Descriptions of Wares and Services in Trademark Applications.

**Paul Jones**

Barrister, Solicitor & Trade-mark Agent,  
**Jones & Co., Canada**

**17:00 - 17:30**

**Case-study:**

The new Rules of Procedure of the Boards of Appeal of the European Patent Office.

**Richard Bennett**

Partner, Patent Attorney and LL.M.,  
**SSM Sandmair Patent Attorneys and Lawyer, Germany**



## CONFERENCE 1

### IT SOLUTIONS PATENTING, PROTECTION AND DEFENSE: RUSSIAN AND FOREIGN PRACTICE

10:00 - 10:30

#### Case-study:

Strategies to protect innovation in artificial intelligence (AI) and machine learning. The possible and most valuable IP strategies to protect these innovations in the digital age.

#### Bastian Best

German and European Patent Attorney, Counsel,  
**Bardehle Pagenberg, Germany**

10:30 - 11:00

#### Case-study:

Development of a patent strategy for the life cycle of innovation. Identification of gaps in patent coverage, quality/quantity ratio in portfolio creation, preparation for attack and protection, management of the team within the company and by an external consultant to ensure that business objectives in obtaining and acquiring patents are achieved.

#### Guojun Zhou

Director, Patents, Asia-Pacific,  
**Intel Corporation**

11:00 - 11:30

#### Case-study:

5G and IoT patent applications. Recommendations for patent development; patent portfolio licensing strategies.

#### Samuel Deschamps

Partner,  
**IPSIDE, France**

11:30 - 12:00

#### COFFEE BREAK

12:00 - 12:30

#### Case-study:

Copyright and artificial intelligence.

#### Dr. Aleksandra Auleytner

Partner, Head of IP&TMT Practice,  
**Domański Zakrzewski Palinka Sp.k., Poland**

12:30 - 13:00

#### Case-study:

Intellectual property protection in the Game Industry.

#### Ksenia Bychkova

Head of legal Department,  
**Mail.ru Group, Russia**

13:00 - 14:00

#### LUNCH

14:00 - 14:30

#### Case-study:

AI applications in MedTech at the WIPO / EPO

- Patenting the individual MedTech business model;
- Examples of MedTech Cases at the EPO;
- Patenting AI MedTech - EPC requirements;
- Disclosure requirements;
- AI-MedTech and exclusion under Art 53 c EPC.

#### Dr. Christian Kirchner

Patentanwalt, Partner,  
**Wallinger Ricker Schlotter Tostmann, Germany**

14:30 - 15:00

#### Case-study:

Duties and liability of online content-sharing service providers for use of protected content by their users, (Directive on copyright and related rights in the Digital Single Market, Art. 17), first experience and developing practice in various European jurisdictions.

#### Dr. Reinhard Oertli

Partner, LL.M.  
**Meyerlustenberger Lachenal, Switzerland**



Day 2  
**2 OCTOBER**

+7 (495) 414-14-05  
info@bwforum.ru

**15:00 - 15:30**

**Case-study:**

Professional innovation management & patent monetization strategies in the area of electronics.

**Dr. Ralph Nack**  
Partner,  
**Noerr, Germany**

**15:30 - 16:00**

**COFFEE BREAK**

**16:00 - 17:00**

**Master class:**

Strategy of patenting innovations and IT solutions abroad: the choice of strategy, conditions, preparation for submission, advantages and disadvantages and much more.

**Bastian Best**  
German and European Patent Attorney, Counsel,  
**Bardehle Pagenberg, Germany**



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## CONFERENCE 2

### COMPREHENSIVE PROTECTION AND ENFORCEMENT OF INTELLECTUAL PROPERTY RIGHTS

**10:00 - 10:30**

#### Case-study:

Functional solutions for combating counterfeit products.

**Roman Larshin**

Lawyer,

**Zuykov and partners**

**10:30 - 11:00**

#### Case-study:

Different strategies for protecting inventions using all available forms of intellectual property in Japan (e.g. utility model patents, design patents, trademarks and copyrights), pros and cons of each.

**Mr. Hironobu Hattori**

Partner,

**Mr. Akira Watanabe**

Partner,

**NAKAMURA & PARTNERS, Japan**

**11:00 - 11:30**

#### Case-study:

Brand protection strategies. The main points that a brand owner should keep in mind. The best practices in the global fight against counterfeiting.

**Dmitriy Bobkov**

IP Lawyer,

**Coca-Cola HBC, Russia**

**11:30 - 12:00**

#### COFFEE BREAK

**12:00 - 12:30**

#### Case-study:

Detailed analysis of issues related to the protection of non-traditional marks, including color, audio, olfactory and three-dimensional trademarks.

**Aurelio Assenza**

Partner,

**Maschietto Maggiore Besseghini, Italy**

**12:30 - 13:00**

#### Case-study:

Trademark Registrations in Bad Faith and How to Revoke Bad Faith Trademark Registrations in China:

1. What is the legal definition of bad faith globally — the big word:

a. The concept;

b. Judicial guidance — Goldhase case in 2009 decided by ECJ;

2. Bad Faith Trademark Registrations in China:

a. Legislative evolution (from 1993 to 2019);

b. Judicial guidance on the circumstantial evidence and the inference of bad faith;

c. Case Studies and tips for foreign rights owners;

i. Article 32 regarding prior rights;

ii. Article 44.1 regarding improper means;

iii. Others

d. Post 2019 amendment of the PRC Trademark Act — predictions.

**Yixian Chen**

Barrister & Solicitor,

**Jones & Co, Canada**

[www.jonesco-law.ca](http://www.jonesco-law.ca)

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Corporation

**13:00 - 14:00**

#### LUNCH

**14:00 - 14:30**

#### Case-study:

Legal and practical recommendations for the acquisition and protection of industrial design rights:

- Acquisition of the right as a means of protection or a way of competition struggle;
- Strategic use of industrial design rights;
- Examples of cases for protection strategies in different product segments.

**Philipp Homann**

LL.M. Senior Associate,

**Noerr, Spain**

Day 2  
**2 OCTOBER**

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info@bwforum.ru

**14:30 - 15:00**

**Case-study:**

Biotechnology patents and related issues.

**Ksenia Nasonova**

Chief specialist, Patent attorney,  
**SPbSRIVS, Russia**

**15:00 - 15:30**

**Case-study:**

IP protection online.

**Speaker to be confirmed**

**15:30 - 16:00**

**COFFEE BREAK**

**16:00 - 17:00**

**Master class:**

Mechanism for registering trademarks under the Madrid system.

**Tove Graulund**

Principal, European Trademark & Design Attorney,  
**Graulund Consulting, Denmark**



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