

MADRID, 11-12 SEPTEMBER 2019

HUMAN EVOLUTION AND ARTIFICIAL INTELLIGENCE, ARE YOU READY?

JOIN US!

Enjoy attending a 2-day programme with outstanding speakers and 12 workshops

Live a flamenco experience and outstanding social activities in the vibrant city of Madrid

Choose to spend an extra day to attend an EPO specialist Patent Evaluation course or to visit El Escorial

Human evolution
has impacted our world

AI is claiming new ways of interaction and humanity should be able to adapt to this challenging situation.

In this two-day Pan-European Conference we will discuss the technical and legal scenario affecting not only our businesses but also our lives.

By meeting with professionals of different sectors, we will face the new challenges and the opportunities that arise in this new era.

AGENDA

10 SEP

17:00-19:30h >Welcome Reception at NHCollection Madrid Eurobuilding Hotel.

11 SEP

09:00h-Institutional Welcome & Day Opening Session.
 09:30h-Plenary Session. Keynote Speaker: Manuel Desantes.
 10:30h-Coffee Break.
 11:00h -Workshop 1: Striking a balance between the need to protect confidential information in SEP negotiations and the non-discrimination obligation pursuant to FRAND commitments.
 -Workshop 2: Industry 4.0: Data, algorithms and business.
 12:15h -Lunch Break.
 13:30h - Workshop 3: Technology Transfer BER
 - Workshop 4: Personal Data and Biomedical research: A balance between privacy and health.
 14:45h-Workshop 5: EU-block exemption regulations and effects of non-compliance with its obligations.
 -Workshop 6: Challenges/Opportunities to/of the Patent System in the Age of AI/IoT
 16:00h -Coffee Break
 16:15h -Workshop 7: EU/Spanish Judges forum: intellectual property rights, injunctions and the proportionality requirement.
 - Workshop 8: IP Valuation session
 17:30h- Workshop 9: FRAND licensing case law in the EU: where we stand, challenges and hurdles.
 18:15h - Day conclusions and Closure.
 19:30h - Cocktail Dinner.

12 SEP

09:30h - Day Opening Session.
 10:15h - Plenary Session. Elisa Martín Garijo.
 11:15h - Coffee Break.
 11:45h - Workshop 10: AI and ethics : tensions, threats, the role of society and policy maker
 - Workshop 11: Artificial Intelligence and Art: Looking for the author.
 13:00h - Lunch Break
 14:30h - Workshop 12: The future of trademarks in an AI world.
 - Workshop 13: Role-play to define technical character or an invention, between an attorney and an inventor.
 15:45h - Workshop 14: AI and protection strategies.
 - Workshop 15: Start-ups in the digital field and IP.
 17:00h - Coffee Break.
 17:15h - Day conclusions and Closure.
 19:30h - Grand Gala Dinner.

13 SEP

09:30h - OPTIONAL (not included)
 CHOICE 1 : [EPO Training Course](#) : Patent Evaluation- Which IP should be pursued?
 CHOICE 2: Social visit to El Escorial.
 19:30h - The End.

SPEAKERS CONFIRMED

- ◆ Carlos Balaguer, Full professor of the RoboticsLab, Director of of Masters Degree in Connected Industry, Carlos III University in Madrid.
- ◆ Véronique Blum, Associate Professor at Grenoble Alpes University.
- ◆ Julio Cerviño, Codirector en MarketinGroup – Universidad Carlos III de Madrid.
- ◆ Mattia Dalla Costa, Partner of CBA Studio Legale e Tributario.
- ◆ Manuel Desantes, Professor of International Law at the Alicante University. Former VP EPO.
- ◆ Roberto Dini, Founder Sisvel.
- ◆ Mario Franzosi, Founding Partner at Avvocati Associati Franzosi Dal Negro Setti.
- ◆ Prof. Dr. Heinz Goddar, European and German Patent and Trade Mark Attorney Diplom-Physiker at Boehmert & Boehmert.
- ◆ André Gorius, Independent consultant, member of the Office of the Observatoire de l'Immatériel, and chairs the IP Valuation Committee LES International.
- ◆ Emmanuel Gougé, partner at Pinsent Masons.
- ◆ Clemens Heusch, Head of European Litigation at Nokia.
- ◆ Marco Lo Bue, Senior Associate at Office of Elisabeth Opie.
- ◆ Manuel Lobato, Partner and Director of the Industrial Property Department of Bird & Bird in Spain.
- ◆ Elisa Martín, Chief Technology Officer, IBM Spain, Portugal, Greece and Israel. IBM Technology Academy.
- ◆ Sergio Miralles, partner at Intangibles Legal S.L.P.
- ◆ Vicente Navarro, Bioithas, S.L.
- ◆ Stephanie Pautke, Founding partner of Commeo LLP.
- ◆ Dr. Rebekka Porath, Policy Director at Intel.
- ◆ Eleonora Rosati, Associate Professor in IP Law, University of Southampton.
- ◆ Ángel Sevillano, Cognitive AI Pracice Leader, CBDS.IBM Global Business Services.
- ◆ Yannis Skulikaris, Director Operations | Sector Information & Communications Technology at EPO.
- ◆ Claudia Tapia, Director IPR Policy & Legal Academic Research, RIPL Strategy & Portfolio Management at Ericsson.
- ◆ Nikolaus Thumm, Senior Fellow at European Commission, Joint Research Centre.
- ◆ Pat Treacy, Partner at Bristows LLP.
- ◆ Andrea Vestita, Partner at Syntagma Dottori Commercialisti Associati.
- ◆ Beat Weibel, Head of the Corporate Intellectual Property Department of Siemens AG.

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