

Intellectual property and beyond conference

MEDIA PROGRAMME

Media are welcome to participate in all conference sessions.

Please note that only accredited media will be allowed to enter the venue. Questions on media accreditation: mediaaccreditation@es2015.lv

All interview requests shall be communicated via arturs.ivanovs@porternovelli.lv, +37126102790.

Tuesday, 3 March

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| 8.30 | Media Centre opens |
| 9.00 – 9.05 | Welcome address by Sandris Laganovskis, Director of the Patent Office of the Republic of Latvia, <i>Hall Vidzeme</i> |
| 9.05 – 9.15 | Opening speech by Dzintars Rasnačs, Minister for Justice of the Republic of Latvia, <i>Hall Vidzeme</i> |
| 9.15 – 9.20 | Opening remarks by Dace Melbārde, Minister for Culture of the Republic of Latvia, <i>Hall Vidzeme</i> |
| 9.20 – 9.50 | Keynote speech by Dr. Francis Gurry, Director General of the World Intellectual Property Organization (WIPO), <i>Hall Vidzeme</i> |
| 9.50 – 10.20 | The EU IPR policy on the harmonization of the laws of the Member States by Kerstin Jorna
DG Internal Market, Industry, Entrepreneurship and SMEs,
Director – Industrial Property, Innovation & Standards, European Commission,
Brussels, Belgium |
| 10.20 – 10.35 | Latvian innovation policy by Raimonds Aleksejenko, Deputy State Secretary, Ministry of Economy of the Republic of Latvia, <i>Hall Vidzeme</i> |

10.35 – 11.10 TIME FOR INDIVIDUAL INTERVIEWS WITH SPEAKERS

Topical Issues of Trademark and Industrial Design Protection Moderator Dace Liberte

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| 11.10 – 11.40 | ETMDN – new challenges ahead by Christian Archambeau,
Vice President of the Office for Harmonization in the Internal Market (OHIM), Alicante,
Spain |
| 11.40 – 12.00 | Does the trademark reform meet expectations?
Roland Knaak
Attorney-at-Law, Max Planck Institute for Innovation and Competition, Munich,
Germany |
| 12.00 – 12.20 | Certification marks – new territory for Europe?
Christoph Ernst
Deputy Director General, Division of Commercial and Economic Law, Federal Ministry
of Justice and Consumer Protection, Berlin, Germany |

12.20 – 12.40 AirDog IP strategy
Agris Kīpurs
Founder and COO, Helico Aerospace Industries, Ltd., Jelgava, Latvia

12.40 – 13.00 Discussion

13.00 – 14.30 TIME FOR INDIVIDUAL INTERVIEWS WITH SPEAKERS

Development of the European Patent System
Moderator Guntis Ramāns

14.30 – 15.00 The EPO's role in the European patent system
Alberto Casado Cerviño
Vice-President of the European Patent Office (EPO), Munich, Germany

15.00 – 15.20 The European patent with unitary effect – a significant support for innovation
(Implementation of the European Patent with unitary effect)
Jérôme Debrulle
Chair of the EPO Select Committee, Director of the Intellectual Property Office,
Ministry of Economy, Belgium

15.20 – 15.40 The Unified Patent Court Nordic-Baltic regional division and setting up of UPC
Susanne Ås Sivborg
Director General of the Swedish Patent and Registration Office, Stockholm, Sweden

15.40 – 16.00 Patent strategy and practical problems
Jānis Ošlejs
Chairman of the Board, PRIMEKSS Ltd., Riga, Latvia

16.00 – 16.30 TIME FOR INDIVIDUAL INTERVIEWS WITH SPEAKERS

Development of the European Patent System (cont)
Moderator Māra Rozenblate

16.30 – 16.50 European Patents – a contribution to quality and value in a global IP portfolio
Maaïke van Velzen
Head of IP portfolio management, Royal Philips, Eindhoven, the Netherlands

16.50 – 17.10 Problems of IP protection – from the viewpoint of a public sector player
Ivars Kalviņš
Director of the Latvian Institute of Organic Synthesis, Riga, Latvia

17.10 – 17.30 Protection and commercialization of research results – the view of a technical
university
Alexandros Papaderos
Head of Patents & Licenses, Deputy Head of the Office for Research and Innovation,
Technische Universität München, Munich, Germany

17.30 – 17.50 Discussion

18:00 Media centre closes

Wednesday, 4 March

The Impact of Innovation Protection on Economic Growth
Moderator Anselm Kamperman Sanders

- 8:30 Media Centre opens
- 9.00 – 9.30 The Oxford University model for IP commercialisation
Elena Andonova
Consultant, Isis Enterprise, Isis Innovation Ltd, Oxford, UK
- 9.30 – 9.50 The role of the European Patent Attorney in promoting the Economic Growth
Antonius Tangena
President of the European Patent Institute, Munich, Germany
- 9.50 – 10.10 Building sustainable IP support services for SMEs in Europe
Serge Quazzotti
Director, Intellectual Property Institute, Luxembourg
- 10.10 – 10.30 Discussion
- 10.30 – 11.00 TIME FOR INDIVIDUAL INTERVIEWS WITH SPEAKERS**

IPR Enforcement
Moderator Ingrīda Kariņa-Bērziņa

- 11.00 – 11.30 The challenges of IP enforcement: some initiatives of the EU Observatory
Paul Maier
Director of the EU Observatory on infringements of IPR, Alicante, Spain
- 11.30 – 12.00 IP aspects of 3D printing
Anselm Kamperman Sanders
Professor of Intellectual Property Law, Maastricht University, the Netherlands
- 12.00 – 12.20 Simplify, clarify and enforce – is it really so? Does the Regulation (EU) No 608/2013
meet our expectations?
Rūta Olmane
First Vice President of the European Communities Trade Mark Association (ECTA),
Latvian and European Trademark and Design Attorney, METIDA Law Firm, Riga,
Latvia
- 12.20 – 12.40 Enforcement of IPR from the perspective of IPR owner
Indra Jonāne-Oša
Head of Patent Division, GRINDEKS JSC, Riga, Latvia
- 12.40 – 13.00 Final discussion
- 13.00 – 13.40 TIME FOR INDIVIDUAL INTERVIEWS WITH SPEAKERS**
- 16:00 Media Centre closes