

Conference

Intellectual property and beyond

organized by the Latvian Patent Office
in the framework of the Latvian Presidency of the Council of the European Union
3–4 March 2015, Vidzeme Hall, the National Library of Latvia, Riga, Latvia

3 March

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| 8.00 – 9.00 | Registration |
| 9.00 – 9.05 | Welcome address
Sandris Laganovskis
Director of the Patent Office of the Republic of Latvia |
| 9.05 – 9.15 | Opening speech
Dzintars Rasnačs
Minister of Justice of the Republic of Latvia |
| 9.15 – 9.20 | Opening remarks
Dace Melbārde
Minister for Culture of the Republic of Latvia |
| 9.20 – 9.50 | Keynote speech
Dr. Francis Gurry
Director General of the World Intellectual Property Organization (WIPO) |
| 9.50 – 10.20 | The EU IPR policy on the harmonization of the laws of the Member States
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
Raimonds Aleksejenko
Deputy State Secretary, Ministry of Economy of the Republic of Latvia |
| 10.35 – 11.10 | Coffee break |

Topical Issues of Trademark and Industrial Design Protection *Moderator Dace Liberte*

- 11.10 – 11.40 ETMDN – new challenges ahead
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?
Jutta Figge
Head of Division, Federal Ministry of Justice and Consumer Protection, Berlin, Germany
- 12.20 – 12.40 AirDog IP strategy
Agris Kipurs
Founder and COO, Helico Aerospace Industries, Ltd., Jelgava, Latvia
- 12.40 – 13.00 Discussion
- 13.00 – 14.30 Lunch break

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 Coffee break

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
- 19.00 – Dinner at the Railway Museum

4 March

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

- 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 Coffee break

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 Final coffee break

13.40 – 14.20 Excursion in the National Library of Latvia building