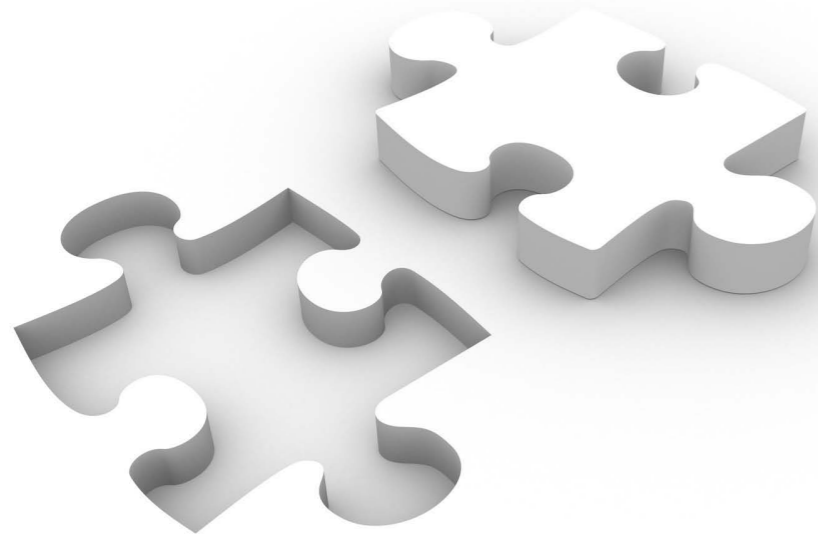


12<sup>TH</sup> EIPIN CONGRESS 2011

HOSTED BY CEIPI

# CONSTRUCTING EUROPEAN IP: ACHIEVEMENTS AND NEW PERSPECTIVES



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# CONSTRUCTING EUROPEAN IP: ACHIEVEMENTS AND NEW PERSPECTIVES

STRASBOURG,  
FEBRUARY 24 - 25, 2011  
EUROPEAN PARLIAMENT



# THURSDAY,

FEBRUARY 24

08.30 – 09.30

Registration

09.30 – 10.00

WELCOME ADDRESSES

Alain BERETZ,

President of the University of Strasbourg

Christophe GEIGER,

Director General of the CEIPI

# PROGRAM

## MODULE 1

### ASSESSING THE EUROPEAN INTELLECTUAL PROPERTY SYSTEM

10.00 – 10.50 - TOPIC 1.

#### IP & EUROPEAN CONSTRUCTION

The Construction of Intellectual Property in the EU: searching for coherence

Speaker: Christophe GEIGER,

Associate Professor, Director General and Director of the Research Department of the CEIPI, University of Strasbourg (25mn)

Common Principles of the European IP System: myth or reality?

Speaker: Séverine DUSOLLIER,

Professor at the University of Namur, Director of the Research Center in IT and Law (CRID) (25mn)

Chair: Aurelio LOPEZ-TARRUELLA,

Lecturer at the University of Alicante

10.50 – 11.30 Question time and discussion

11.30 – 12.00 - TOPIC 2.

#### THE EUROPEAN LEGAL FRAMEWORK

Part 1: European Intellectual Property within a Broader Institutional Context

Speaker: Vincenzo SCORDAMAGLIA,

Honorary Director General of the EU Council (25mn)

Chair: Christophe GEIGER,

Associate Professor, Director General and Director of the Research Department of the CEIPI, University of Strasbourg

12.00 – 12.20 Question time and discussion

12.20 – 13.30 Luncheon

13.30 – 14.20

Part 2: European Intellectual Property within a Broader System of Values

Interaction between IP and Competition Law

Speaker: Tuomas MYLLY,

Acting Professor at the University of Turku (25mn)

Fundamental Rights & European IP Law

Speaker: Jonathan GRIFFITHS,

Senior Lecturer at Queen Mary, University of London (25mn)

Chair: Nari LEE,

Program Director Munich Intellectual Property Law Center

14.20 – 15.00 Question time and discussion

15.00 – 15.25 - TOPIC 3.

#### THE ROLE OF CASE-LAW IN THE DEVELOPMENT OF THE EUROPEAN IP

Speaker: Marko ILEŠIČ,

Judge at the Court of Justice of the EU (25mn)

Chair: Dieter STAUDER,

Attorney-at-law, Munich, former Director International Section of the CEIPI

15.25 – 16.00 Question time and discussion

16.00 – 16.20 Coffee Break

16.20 – 17.15 - TOPIC 4.

#### TRADE MARK REFORM IN EUROPE

Speaker: Annette KUR,

Senior Researcher at the Max Planck Institute for Intellectual Property, Competition and Tax Law; Professor at the Universities of Munich and Stockholm (25mn)

PANEL SESSION

New Functions of Trademark at European Level

Speaker: Jan ROSEN,

Professor at the University of Stockholm (15mn)

Adaptation of Trademark Law to New Technologies

Speaker: Martin SENFTLEBEN,

Professor at the VU University of Amsterdam (15mn)

Chair: Seth ERICSSON,

Program Director Munich Intellectual Property Law Center

17.15 – 17.45 Question time and discussion

# FRIDAY,

FEBRUARY 25

## MODULE 2

### DEVELOPING THE EUROPEAN IP SYSTEM

#### TRADE MARK REFORM IN EUROPE – CONTINUED

09.00 – 09.15

Simplification and streamlining of the EU Geographical Indications Instruments

Speaker: Gail Elisabeth EVANS,

Reader at Queen Mary, University of London (15mn)

Chair: Yves REBOUL,

Professor at the CEIPI, University of Strasbourg

09.15 – 09.30 Question time and discussion

09.30 – 10.25 - TOPIC 5.

#### CONSTRUCTING AN EFFICIENT AND BALANCED EUROPEAN PATENT SYSTEM

Speaker: Jens HEMMINGSEN SCHOVSBO,

Professor at the University of Copenhagen (25mn)

PANEL SESSION

The European Patent Court furtherance: what after the AG opinion?

Speaker: Jean-Christophe GALLOUX,

Professor at the University of Paris II and at the CEIPI, President of the Institut de Recherche en Propriété Intellectuelle (IRPI) (15mn)

Patenting Life: where does the Europe stand? (plant varieties and gene patents)

Speaker: Geertrui van OVERWALLE,

Professor at the Universities of Leuven and Tilburg (15mn)

Chair: Toshiko TAKENAKA,

Professor at the University of Washington, Seattle, and visiting Professor at the CEIPI

10.25 – 10.50 Question time and discussion

10.50 – 11.10 Coffee Break

11.10 – 12.05 - TOPIC 6.

#### THE DYNAMIC OF HARMONIZATION OF COPYRIGHT AT THE EUROPEAN LEVEL

Speaker: P. Bernt HUGENHOLTZ,

Professor at the University of Amsterdam, Director of the Institute for Information Law (IViR) (25mn)

PANEL SESSION

The 2002 'Wittem Initiative' of a European Copyright Code: Content and Impact to EU stakeholders

Speaker: Thomas DREIER,

Professor at the Universities of Karlsruhe and Freiburg, Director of the Institute for Information Law, Karlsruhe (15mn)

Making Copyright fit for the Digital Agenda

Speaker: Marco RICOLFI,

Professor at the University of Turin (15mn)

Chair: Stéphanie CARRE,

Associate Professor at the CEIPI, University of Strasbourg

12.05 – 12.30 Question time and discussion

12.30 – 13.40 Luncheon

13.40 – 14.50 - TOPIC 7.

#### BETWEEN INVESTMENT AND CREATIVITY: TOWARDS NEW INSTRUMENTS OF PROTECTION?

Speaker: Reto HILTY,

Director at the Max Planck Institute for Intellectual Property, Competition and Tax Law; Professor at the Universities of Zurich and Munich (25mn)

PANEL SESSION

Unfair Competition: complementary or alternative to Intellectual Property in EU?

Speaker: Anselm KAMPERMAN SANDERS,

Professor at Maastricht University (15mn)

Database Rights: Success or Failure?

Speaker: Estelle DERCLAYE,

Associate Professor at the University of Nottingham (15mn)

The Double Regime of Industrial Design in Europe: an appropriate paradigm?

Speaker: Uma SUTHERSANEN,

Professor at Queen Mary, University of London (15mn)

Chair: Guido WESTKAMP,

Reader at Queen Mary, University of London

14.50 – 15.15 Question time and discussion

15.15 – 15.40 Coffee Break

15.40 – 16.30 - TOPIC 8.

#### IP ENFORCEMENT IN EUROPE: ACQUIS AND FUTURE PLANS

Speaker: Jacques RAYNARD,

Professor at the University of Montpellier I and at the CEIPI (25mn)

PANEL SESSION

A European directive on criminal measures aimed at ensuring the enforcement of IPRs: necessary or superfluous?

Speaker: Marcus NORRGÅRD,

Professor at the Hanken School of Economics, Director of the Centre of International Economic Law (15mn)

How ACTA can affect European IP Enforcement

Speaker: Henning GROSSE RUSE-KHAN,

Research Fellow at the Max Planck Institute for Intellectual Property, Competition and Tax Law (15mn)

Chair: Théo HASSLER,

Professor at the CEIPI, University of Strasbourg

16.35 – 17.00 Question time and discussion

17.00 – 17.20 Coffee Break

17.20 – 19.30

ROUNDTABLE

Making the European IP System Work: further steps to take

Speakers:

- Margot FRÖHLINGER, Director Knowledge-Based Economy, DG MARKT;
- Christian ARCHAMBEAU, Vice-President of the Office for Harmonisation of the Internal Market;
- Raimund LUTZ, Vice-President Directorate-General, Legal & International Affairs, European Patent Office;
- Thierry SUEUR, Vice President, Intellectual Property and Vice President, European & International Affairs of AIR LIQUIDE;
- Kim FINNILÄ, President of the European Patent Institute;
- Michel VIVANT, Professor at Sciences PO, Paris and at the CEIPI.

Moderator: Manuel DESANTES, Professor at the University of Alicante

CLOSING REMARKS

Speaker: Catherine TRAUTMANN,

Member of the European Parliament and former Minister of Culture of France