



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

OBSERVATORY PLENARY MEETING

29 - 30 September 2021

EUROPEAN OBSERVATORY ON INFRINGEMENTS
OF INTELLECTUAL PROPERTY RIGHTS

www.euipo.europa.eu

Wednesday 29 September 2021

08:45 Connection Zoom

08:15 Bus from hotel

09:00 Arrival at EUIPO

09:15 – 09:45 WELCOME AND OPENING REMARKS

- Christian Archambeau, Executive Director, EUIPO
- Petra Boškin, Slovenia, Presidency of the Council of the European Union
- Stéphane Séjourné, MEP, Renew Europe Group
- Kamil Kiljanski, Head of Unit and acting Director Directorate C, DG GROW, European Commission

09:45 – 12:20 GENERAL OVERVIEW OF THE ACTIVITIES CARRIED OUT SINCE 2020 PLENARY MEETING

Paul Maier, Director of the Observatory, will present the main activities carried out by the EUIPO through the Observatory since the last Plenary meeting. Stakeholders will be invited to take part in the presentation.

10:20 – 10:50 UPDATE FROM EUROPEAN COMMISSION

Representatives of the European Commission will inform about current and future policy initiatives and how they relate to the Observatory work.

- Claudia Martínez, DG GROW
- Nathalie Nicolle, DG TAXUD
- Gemma Carolillo, DG CNECT
- Ziga Drobnic, DG CNECT
- Susanne Hollmann, DG EAC
- André Berends, DG JUST
- Agata Gerba, DG TRADE

10:50 – 11:20 COFFEE

■ 11:20 – 11:35 COVID-19 IMPACT ON IPR-INTENSIVE INDUSTRIES

EUIPO has been monitoring the impact of the COVID-19 recession on IPR-intensive industries in the EU and the biggest Member States. Results for 2020 and the first half of 2021 will be presented.

- Carolina Arias, EUIPO

■ 11:35 – 12:35 PANEL: ENFORCEMENT AND EMPACT

On 26 May the Council of Ministers adopted [conclusions](#) setting the 2022-2025 EU priorities for the fight against serious and organised crime through the European multi-disciplinary platform against criminal threats (EMPACT). This included a priority on economic crime that covers i.a. “IP crime, Counterfeiting of goods and currencies”.

There will be a panel to discuss how the Observatory can best support the implementation of this priority.

Keynote speeches: Gabriel Tsekov, Ministry of Interior of Bulgaria
Agustín Vázquez, Spanish Police
Maria João Seabra, INPI, Portugal

Moderator: Blanca Arteché, EUIPO

Panellists:

Sergio Tirrò, Europol
Hélène Nicora, INTA
Juliette Prissard, EUROCOPYA
Cristian Calea, CEPOL
Erling Vestergaard, EUIPO

■ 12:35 – 14:05 LUNCH

■ 14:05 – 14:20 IPIDENTITY SHORT FILM PREMIERE

Following the release in 2019 of [IPdential](#), first short film of the EUIPO, the second part will be presented.

■ 14:20 – 16:00 PANELS: INTERNATIONAL

There will be a presentation on the study about *Drivers behind the demand for EUTMs from China*, followed by two panels that will tackle international cooperation with the different players involved in the enforcement of IPRs and also the activities carried out in third countries to raise awareness.

- Drivers behind the demand for EUTMs from China, Juan Bautista, EUIPO

Panel 1: **Cooperation**

Moderator: Agata Gerba, DG TRADE

Impulse speaker: John Anderson, GACG

Panellists:

Piotr Strykowski, OECD

Rachel Bae, USPTO, US Mission to the European Union

Marius Schneider, IPvocate Africa

Panel 2: **Awareness and capacity building**

Moderator: Alexandra Poch, EUIPO

Impulse speaker: Tobias Bednarz, WIPO

Panellists:

Pedro Duarte, EUIPO

Chris Humphrey, EU-ASEAN Business Council

Myrtha Hurtado Rivas, ECTA

■ **16:00 CLOSING REMARKS**

16:10 Bus to hotel

19:30 Bus to restaurant

■ **20:00 SOCIAL DINNER AT RESTAURANT “[PETIMETRE](#)”**

22:00 Bus to hotel

08:45 Connection Zoom

08:30 Bus from hotel

09:05 Arrival at EUIPO

■ 09:20 – 09:30 GREEN EUTM STUDY

EUIPO has carried out a study of EUTM filings since 1996 to identify the EUTMs that are related to protection of the environment or sustainability. The study examines trends in overall filings of such “green” EUTMs, as well as the products/services involved and the source countries of the filings. The main results of the study will be presented.

- Nathan Wajsman, EUIPO

■ 09:30 – 10:30 WORK PROGRAMME 2022

EUIPO will present the main elements of the draft Observatory Work Programme 2022. The floor will be opened for all participants to give their input and suggestions following the written request for feedback in July.

- Alexandra Poch, EUIPO

■ 10:30 – 11:00 COFFEE

■ 11:00 – 12:30 PANELS: AWARENESS AND EDUCATION

There will be two panels on consumers and education, with special focus on tertiary education.

Panel 1: **Consumers**

Moderator: Claire Castel, EUIPO

Impulse speaker: Yuliya Morenets, TaC

Panellists:

Chris Basias, Chris Basias Studio Company

Laura Galli, Adiconsum

Tine Heide Thomsen, Danish Patent and Trademark Office

Panel 2: **Education**

Moderator: Kari Kivinen, EUIPO

Impulse speaker: Enrico Turrin, FEP-FEE

Panellists:

Christian Guellerin, Cumulus network

Martin Hammerbauer, European Students' Union (ESU)

Sergiu-Matei Lucaci, European University Association

■ 12:30 – 12:45 CLOSING REMARKS

- Ibán García del Blanco, MEP, Progressive Alliance of Socialists and Democrats, Vice-Chair of JURI committee

■ 12:45 CLOSURE OF EVENT

■ 12:45 – 14:15 LUNCH

■ 14:15 BUS TO HOTEL

