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ORGANIZATION

Magister Lvcentinvs Amici et Alumni Association

Magister Lvcentinvs Master on intellectual property and Digital Innovation, University of Alicante. Commercial Law Department, University of Alicante.

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UNIVERSITAT D'ALACANT
UNIVERSIDAD DE ALICANTE
Departament de Dret Mercantil i Dret Processal
Departamento de Derecho Mercantil y Derecho Procesal



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EDITION

I INTERNATIONAL CONGRESS AMICI ET ALUMNI MAGISTER LVCENTINVS

MAGISTER
LVCENTINVS

Master on Intellectual Property
and Digital Innovation

October, 10th, Alicante
Wubbo de Boer Room, EUIPO,
Avenida de Europa, 4,03008, Alicante, España



I INTERNATIONAL CONGRESS AMICI ET ALUMNI MAGISTER LVCENTINVS

PROGRAMME

9:00-9:30 ARRIVALS AND REGISTRATION

9:30 OPENING CONFERENCE

Mr. João Negrão. Executive Director of the European Union Intellectual Property Office, EUIPO.

PRESENTATION OF THE MAGISTER LVCENTINVS ALUMNI AND AMICI CONGRESS

Prof. Dr. Pilar Iñiguez Ortega, Professor of Commercial Law. President of the Member of the Magister Lvcentinvs Amici et Alumni Association. Director of Magister Lvcentinvs Patents, Technology transfer and Digital Innovations

Prof. Dr. Pilar Montero García-Noblejas, Professor of Commercial Law. Director of the Magister Lvcentinvs, Intellectual Property and Digital Innovation at the University of Alicante.

PANEL 1. PATENT, ARTIFICIAL INTELLIGENCE AND NEW TECHNOLOGIES: FUTURE PERSPECTIVES

Panel leader: Prof. Dr. Altea Asensi Meras. *Professor of Commercial Law. Member of the Magister Lvcentinvs Amici et Alumni Association. Coordinator of Magister Lvcentinvs Legal Regime of Plant Breeding and Distinctive Quality Signs Module.*

10:00-10:25 Principal Conference: The future of Artificial Intelligence: How Artificial Intelligence is changing the world

Dr. Alberto Casado. Cerviño. Ex Vice-president European Patent Office. Vice-President Magister Lvcentinvs Amici et Alumni Association.

10:30-10:40 Either about greewashing or Artificial Intelligence

Mr. Florian Wirtz. Research Assistant at RK Partners

10:40-10:50 Artificial Intelligence and Copyright

Ms. Yasmina Gonzales Muller. IP&IT Attorney-Dojo System S.L. Member Amici et Alumni Magister Lvcentinvs

10:50 -11:00 Interplay between competition law and intellectual property rights in the pharmaceutical industry

Ms. Elisa Buoso. IP Attorney, LL.M LL.M. Member Amici et Alumni Magister Lvcentinvs

11:00-11:10 Fixing enforceability issues of the patent mediation and arbitration centre

Mr. Danilo Ruggiero di bella. IP Attorney-BOTTEGA DI BELLA LAW FIRM

11:10-11:20 Patent translation: importance, problems and challenges (IA)

Ms. Valentina Ruta. Legal interpreter. LL.M

11:20-11:40 Coffee break

PANEL 2. TRADE MARKS, COPYRIGHT AND INDUSTRIAL DESIGNS

Panel leader: Prof. Dr. Vicente Gimeno Beviá. *Professor of Commercial Law. Magister Lvcentinvs Trademarks and Designs Module Coordinator.*

11:40-12:10 Principal Conference: The future of Distinctive Signs

Mr. Gustavo Andrés Martín Martín. Magistrate of the EU Trademark court nº1 of Alicante. Coordinator of the European Union Trademark Court Justice.

12:10-12:20 Well-known marks: a double edged sword

Ms. Desiree Russo. Trademark Counsel at PUMA SE(Germany). Member Amici et Alumni Magister Lvcentinvs

12:20-12:30 Position marks on footwear

Mr. Mateo Escobar García. IP Attorney. SKVR ABOGADOS

12:30-12:40 New trends in design reform. The new EU Designs Regulation

Mr. Adrián Contreras. IP Attorney. Member Amici et Alumni Magister Lvcentinvs

12:40 -12:50 Towards a New EU Designs Directive

Ms. Irene Gomez Estellés. Junior I-Garrigues

12:50-13:00 Article 26 of Regulation 2024/1143 as a limitation to the registration of trademarks in the European Union

Ms. Isabel López. LLM Magister Lvcentinvs, Patrimi Expérience Group Attorney.

PANEL 3. CULTURAL HERITAGE AND INTELLECTUAL PROPERTY RIGHTS

Panel leader: Prof. Dr. Ignacio Rabasa Martinez. *Professor of Commercial Law. Copyright and Competition Law Module Coordinator.*

13:00-13:30 Principal Conference: Responding to the challenges of a changing world: The role of new plant varieties and high quality seed in agriculture

Ms. Yolanda Huerta, Vice Secretary-General-The International Union for the Protection of New Varieties of Plants (UPOV)

13:30-13:40 Impact of Geographical Indications: real cases

Mr. Sergio Pérez Martín. Trainee BomhardIP. Member Amici et Alumni Magister Lvcentinvs

13:40-13:50 The Italian Cultural heritage law and its clash with copyright principles

Ms. Karla Loranca. Lawyer, LLM in International and Comparative Law. Member Amici et alumni Magister Lvcentinvs

13.50 APPRECIATIONS SPEECHES

Mr. Francesco Mattina-President of the Community Plant Variety Office. Vice-President Magister Lvcentinvs Amici et Alumni Association

Dr. Alberto Casado- Ex Vice-president European Patent Office. Vice-President Magister Lvcentinvs Amici et Alumni Association.