



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



European
Commission

AGENDA

CONFERENCE ON
"TRADE MARKS AND
GEOGRAPHICAL INDICATIONS:
FUTURE PERSPECTIVES"

Alicante, 3 - 4 October 2018



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CONFERENCE ON "TRADE MARKS AND GEOGRAPHICAL INDICATIONS: FUTURE PERSPECTIVES"

Co-organised by the European Commission, DG Agriculture and Rural Development (AGRI) and the European Union Intellectual Property Office (EUIPO)



speakers



**CHRISTIAN
ARCHAMBEAU**

Christian Archambeau, a Belgian national, was appointed as Executive Director of the European Union Intellectual Property Office (EUIPO) by the Council of the European Union in 2018.

A graduate in civil engineering from Université libre de Bruxelles, he has been part of the Office's top management team since taking over as Deputy Executive Director on 1 December 2010.

Prior to joining the EUIPO, he held a number of senior positions in the European Patent Office in Infrastructure, Administration and Human Resources. He previously worked in construction in the Middle East before moving to the European Space Agency in facility management.



**MARÍA
ÁNGELES
BENÍTEZ SALAS**

María de los Ángeles Benítez Salas has worked as Deputy Director General at DG AGRI since 16 March 2016. She is in charge of three directorates responsible for International, Quality, Research and Innovation, Outreach, Strategy, Simplification and Policy Analysis.

A Spanish national, Ms Benítez Salas joined the European Commission in 1986 as Member of the Cabinet of Commissioner Abel Matutes, responsible for SME policy, and subsequently External Relations.

After a stint at the EU Delegation in Buenos Aires, she first became Head of Unit in 1998 and was a Director at DG AGRI between 2006 and 2013. Her previous position was Deputy Head of the European Political Strategy Centre, the European Commission's in house think-tank.



**LUIS
BERENGUER**

Luis Berenguer Giménez graduated from Law School in 1992 at the Universidad Complutense in Madrid. He holds a Master's degree in Business Law by the *Asociación para el Progreso en la Dirección* (1996) as well as the *Magister Lvcentinvs* (Intellectual property) at the Universidad de Alicante (1997). He started his professional career as an IP lawyer in 1997. Being specialised in the area of Geographical Indications Law, he has worked as a legal advisor to a wide range of GIs from both the EU and abroad. He has also participated as a speaker in many national and international fora and contributed to various publications in the field of IP. From 1999 until 2014, Luis taught Commercial Law (IP and Competition) at the Universidad Miguel Hernández. He has also taught various different postgraduate courses.

Luis joined EUIPO as member of the Cabinet in 2011 and, since 2014, is also the Head of the Communication Service.



speakers



**DIMITRIS
BOTIS**

Dimitris Botis studied law in Athens and London (Queen Mary), specialising in IP. He joined the EUIPO in 1997 and currently holds the position of Deputy Director for Legal Affairs in the International Cooperation and Legal Affairs Department, which is responsible for defining EUIPO's IP policy, including the revision of the Office's Examination Guidelines, as well as for defending the practice of the Office before the EU Courts.

Dimitris has represented the EUIPO before the General Court and Court of Justice in cases which have had a significant impact on EU trade mark law such as the Lego Brick, the B&Q Loudspeaker and IP Translator cases.

He has also participated in numerous projects in the field of trade mark law, notably the revision of the Office's Guidelines, the convergence programme with national EU TM Offices, the TM5 and ID5 projects and the legislative initiatives for the reform

of the EU trade mark system. He is also a regular speaker in conferences organised by major User Associations and Academia both within the EU and worldwide.

Dimitris is also co-author of the book 'Trade Mark Law in Europe', published by Oxford University Press, which is currently in its third edition



**FRANCIS
FAY**

Francis Fay is Head of the Unit responsible for geographical indications, in DG AGRI. He has extensive international experience in agricultural trade and issues pertaining to Geographical Indications, having headed the unit for relations with African, Caribbean and Pacific countries. Francis has also led negotiations for the agricultural elements of the Economic Partnership Agreements. He read law at Trinity College, Dublin (Ireland).

speakers



**MIHÁLY
FICSOR**

Mihály Ficsor is Deputy Director responsible for the European Cooperation Area at the International Cooperation and Legal Affairs Department of EUIPO. He began his professional life in 1988 at the Hungarian Patent Office. Mihály then served as Head of the European Community Law Department in the Ministry of Justice between 1995 and 1999 and took part in the negotiations on Hungary's accession to the EU. In 1999 he returned to the Hungarian Intellectual Property Office where he served as Vice-President (2001 to July 2016). Prior to joining EUIPO, from July 2016 to March 2017, he was IP Director at Gedeon Richter Plc., Hungary's biggest pharmaceutical company. He represented Hungary in various European and international bodies dealing with intellectual property. He was Chairman of the Committee on Patent Law in the EPO between 2005 and 2011, and then Chairperson of the Administrative Board of OHIM from

2011 to 2016. In 2015, he acted as President of Main Committee I at the WIPO Diplomatic Conference revising the Lisbon Agreement and, prior to that, as Chair of the WIPO Working Group on the Development of the Lisbon System.



**ÓSCAR
MONDÉJAR**

Óscar Mondéjar is Head of the Legal Practice Service of the European Union Intellectual Property Office (EUIPO). He joined EUIPO in 1997, where he has occupied different positions. He also acts as an agent before the General Court and the EU Court of Justice and is a frequent speaker on trade marks and issues regarding geographical indications. He has also worked in the private sector. Óscar holds a law degree, a master's degree in International Trade and a diploma in advanced legal studies in EU Law.



speakers



**WOLF R.
MEIER-EWERT**

Wolf R. Meier-Ewert is a Counsellor in the Intellectual Property Division of the World Trade Organization (WTO), which is responsible for the administration of the Agreement on Trade-related Aspects of Intellectual Property Rights (TRIPS Agreement). In this capacity he gives legal advice in relation to Intellectual Property and the TRIPS Agreement to Members and Observers of the WTO and deals with TRIPS-related dispute settlement cases among WTO Members. He serves as the Secretary to the Special Session of the TRIPS Council, the negotiating group dealing with TRIPS negotiations under the Doha Round. He has widely lectured on TRIPS and WTO-related matters.

Meier-Ewert has practiced as an attorney at an international law firm in London and Munich focusing on intellectual property law in international corporate transactions and cross-border infringement litigation. Prior to this, Meier-Ewert was a researcher at the Max-

Planck-Institute for Innovation and Competition in Munich, Germany where he concentrated on copyright law and private international law. He graduated from the University of Oxford, UK where he studied Politics, Philosophy and Economics (PPE) and holds a Law degree from the Ludwig-Maximilian University in Munich, Germany.



**ALEXANDER VON
MÜHLEND AHL**

Alexander von Mühlendahl studied at the University of Munich, Germany, Dr.iur. and the Northwestern University, Chicago, Illinois, USA, J.D., LL.M. (1970).

From 1966 to 1979 he was in academic research at the Munich Max-Planck-Institute for Intellectual Property Law. From 1979 until 1994, he was an official in the German Federal Ministry of Justice. For 11 years (1994-2005) he was vice-president of the Office for Harmonization in the Internal Market in Alicante (now EUIPO), and since 2005 he has been a member of the Munich Bar and senior consultant for BARDEHLE PAGENBERG Partnerschaft mbB, in Munich, Germany.

Alexander von Mühlendahl is a visiting professor at Queen Mary, University of London and the Centre for Commercial Law Studies. He is also Honorary Member of ECTA (European Communities Trademark Association), the Hungarian Trademark Association, and APRAM (Association des Praticiens du Droit des Marques et des Modèles).

speakers



**PILAR
MONTERO**

Pilar Montero is the Director of the Intellectual Property Master at the University of Alicante (Magister Lvcentinvs). She is Professor at the Commercial Law Department of the University of Alicante qualified in the area of Intellectual Property. She is an author of books and articles in the field of intellectual property law (geographical indications, trade marks and competition law). Her most recent book is *Denominaciones de Origen e Indicaciones geográficas*, (Appellations of Origin and Geographical indications). She is a standing contributor and evaluator in this field in scientific journals. She has participated as expert in national and European research projects, such as Legal regime of plant breeding and quality distinctive signs. She is also in charge of Intellectual Property courses at the University of Alicante, a speaker in the field of national and international IP courses, and a supervisor in the field of geographical indications at the European Doctorate EIPIN Innovation Society (H2020-MSCA-ITN-2016).



**ELISA
ZAERA**

Elisa Zaera Cuadrado has a LLM Degree in Law from the University of Valencia (Spain). In 2001, she obtained a Diplôme d'Etudes Spécialisées in European Law from the Université libre de Bruxelles (ULB). After working in several law firms in Brussels, in February 2005 she joined the European Commission, Directorate General for Competition. From 2009, she has been working at EUIPO, in the Operations Department (OD, 2009-2011), in the International Cooperation and Legal Affairs Department (ICLAD, 2011-2016) and since 2017 again in the OD.

During her last two years in ICLAD, Elisa has coordinated a group of experts dealing with the practice of absolute grounds for refusing the registration of a mark. As coordinator, she was responsible for the advice and the revision of the EUIPO Guidelines on, among other things, the examination of trade marks in conflict with geographical indications. Since September 2017, Elisa now coordinates, within OD, the

group of experts examining trade marks in conflict with geographical indications. As of September 2018, she also coordinates the group of EUIPO examiners providing assistance to DG AGRI in the assessment of applications for registration of PGI/PDOs. Elisa takes part regularly in training courses and seminars dealing with EUIPO's practice. Moreover, she has been part of the litigation team, defending the decisions of the Boards of Appeal before the Courts of the EU.



speakers

ALESSANDRO
FRANCESCO
SCIARRA



Alessandro is a European trade mark attorney at Studio Legale Bird & Bird. With over 10 years of experience in the IP field, Alessandro specialises in providing legal advice on the recognition and protection of geographical indications and has advised various consortia representing well-known Protected Designations of Origin. His practice focuses also on trade mark filing and prosecution, management of trade mark and domain name portfolios, UDRP and ADR procedures to recover domain names.

He has a degree in law from the University of Milan and he is currently the Chair of the MARQUES Geographical Indications Team.

LOURDES
VELASCO



Lourdes Velasco, born in Madrid in 1964, has a Bachelor's Degree in Law from the Universidad Complutense de Madrid. She has been a civil servant in the Spanish Patent and Trademark Office since 1992, always working in the Department of Distinctive Signs and linked to the examination and resolution of Trade Mark applications. She is now Head of the National Distinctive Signs II area.

In addition, she has participated as a speaker in complementary activities within the Spanish Patent and Trademark Office such as, amongst many others, the WIPO summer courses held in Madrid in 2017 and 2018, the XXXIII AIPPI Conference in Madrid in 2018, the Regional workshop on the extension of Tools developed by the European Network of Trade marks and Designs (EUIPN) organised by EUIPO in Colombia in 2017.

LIONEL
LALAGÜE



Lionel Lalagüe is an experienced in-house lawyer specialised in the Wine & Spirits sector, with a global expertise from production to labelling, IP, anti-counterfeiting, marketing and advertising, in France, EU and export markets (focus on China, USA).

He joined Bureau National Interprofessionnel du Cognac (BNIC) in 2008, as Deputy Head of International Affairs (July 2008 - June 2010), then Head of International Affairs (July 2010 - December 2013), and then Director of Department and a member of the executive committee since January 2014.

He advises BNIC' members, Director General, President and Board on legal and international trade issues and represent members' interest at all pertinent levels of the administration (France, EU, 3rd countries) and with national and European MPs.

speakers



**GIUSEPPE
BERTOLI**



**ALBERTO
RIBEIRO DE
ALMEIDA**

Within SpiritsEurope, the association representing, defending and promoting the European spirits sector, he has been rapporteur for China since January 2013 and was Chairman of the Interior Market Committee from January 2015 to September 2017. He is an expert in the civil dialog group of spirit drinks and civil dialog group of quality and promotion of the EU Commission and expert in the Committee on protection of signs of quality and origin of the Institut National de l'Origine et de la Qualité (INAO).

Giuseppe Bertoli studied law at the Catholic University of Milan and carried out postgraduate studies at the Pavia University. Currently he is the Head of Litigation Service at the European Union Intellectual Property Office. From July 2009 to December 2012, he served as a Member of the EUIPO Boards of Appeal. From June 2006 to July 2009, he worked as Référéndaire at the EU General Court. From the end of 2004 to June 2006, he held the position of Assistant to the President of the EUIPO Boards of Appeal.

From the beginning of 2003 to the end of 2004, he was employed as an officer at the Industrial Property Unit of the European Commission DG Internal Market. From the beginning of 2000 to the end of 2002, he was the Legal Assistant to the Chairperson of the Third Board of Appeal of the European Union Intellectual Property Office. From 1996 to 2006, he was a Selected Member of the Boards of Appeal of the Community Plant Variety Office (Angers). Giuseppe was a lawyer at the Milan Bar from 1992 to 1999.

Alberto Ribeiro de Almeida is a Jurist and University Professor. He holds a Ph.D. – Doctor in law (commercial law) by the University of Coimbra. Alberto has published several books and articles in national and international magazines, especially in the field of industrial property (namely, designations of origin, geographical indications and trade marks). He has been a speaker at several international congresses and workshops on industrial property, European law, competition law, national, European and international rules on designations of origin and geographical indications. He is also a Professor of Commercial Law at the Lusíada University (Norte – Porto). In addition, he is the coordinator of the IVDP legal department, Vice-President of the DROCON group at the OIV and WIPO Consultant. Alberto is also a member of various Intellectual Property Associations and a reviewer of law magazines.



speakers

**VIRGINIA
MELGAR**



Virginia Melgar graduated in law from the University of Paris (Paris II Assas) in 1981; and also graduated in Criminal Sciences from the Institute of Criminology Paris in 1980. Virginia has been a judge in France since 1982 and has experience as a Public Prosecutor at the Versailles Court of First Instance (1984-1986); Magistrate at the Ministry of Justice - Criminal division (1986-1991); seconded national expert at the Legal Service of the European Commission (1991-1994); lawyer at the Legal Service of the Office for Harmonisation in the Internal Market (OHIM) in Alicante (1995-2001); Deputy Director of the General Affairs and External Relations Department of OHIM (2001-2004); examiner of trade marks at the Trade Marks Department of OHIM (2004-2006); Principal Director Legal Affairs at the European Patent Office Munich (2006-2011); lawyer at the cancellation and litigation department of OHIM (2011 until 1/9/2015); and since 1/9/2015, a member of the 5th Board of Appeal of EUIPO.

**IGNACIO
ULLOA RUBIO**



Ignacio Ulloa Rubio was born 1967 and he holds a Law Degree with honours (1985-1990) and PhD studies (1990-1993) at Universidad Complutense, Madrid. Ignacio has professional experience as Public Prosecutor of Gerona (2000-2003); Judicial and Human Rights Advisor for the Coalition Provisional Authority, Baghdad, Iraq (2003-2004); Civil First Instance Judge and Investigative Judge (2003-2007); then Senior Judge, Gerona (2008); Deputy Head of EUJUST LEX Integrated Rule of Law Mission for Iraq at the Council of the European Union (2005-2006); Legal Counsellor of the Constitutional Court of Spain (2006-2011 and 2013); Secretary of State for Security (2012-2013); Civil Expert on Rule of Law and Security Sector Reform of the Council of the European Union (2005-2011); and External Expert on Fundamental Rights and Criminal Justice for the European Commission (2011-2013). He is also a lecturer and author of numerous publications. Ignacio has been a Judge at the General Court since September 2013.

**ANTONIA
GÁMEZ
MORENO**



Antonia Gámez Moreno has a Spanish national lawyer's background (admission to the Bar in Murcia, 1989) complemented by postgraduate studies in European law at the College of Europe in Brugge. After 4 years in the private sector with a clear focus on EU competition law, consumer policy and internal market issues, she joined the European Commission in 1993. At DG Health and Consumers Affairs (SANCO), she worked on legal aspects of consumer protection. In 2000, she joined DG Agriculture (AGRI) where she held various positions, dealing with State Aid control in the agricultural sector, assistance to the Deputy Director-General in charge of International Relations, Quality policy of agricultural products. In 2014, she was appointed Head of Unit for 'Enforcement of EU legislation, relations with the Ombudsman and Access to Documents'. From 2017 onwards, she has been Head of Unit responsible for trade relations in the agri-food sector with 'Asia and Australasia' in the International Directorate of DG AGRI.

speakers



**JAVIER
MORENO
RAMOS**

Javier Moreno Ramos joined EUIPO in 2011. He has worked in the field of International Cooperation regarding non-EU IP Offices acting as project manager (2011-2013) and Programme Manager (2013-2014). Since 2014 Javier is the Head of Service of International Cooperation. He is in charge of bilateral cooperation of EUIPO with non-EU countries, the implementation of projects funded by the European Commission in third countries and he also deals with international organisations such as EPO, WIPO and the TM5 and ID5 multilateral fora.

He was a public servant of the Spanish Civil Service since 1995 and before joining EUIPO he has worked for 10 years in the Spanish Patent and Trademark Office, where he was in charge of legal and International affairs. Previously, he also worked in the Ministries of Industry and Commerce, Economy, Public Administrations and Ministry of Defence.

His academic background includes a degree in Law and International Relations and a number of doctorate courses in Administrative and Constitutional Law. Moreover, IP rights and Enforcement is part of his background given his professional experience in the IP field during 17 years.



**REASEY
LAO**

Reasey Lao is Deputy Director of the Intellectual Property Department (DIP) of the Ministry of Commerce. He was appointed to that position in August 2014.

At the Ministry of Commerce, which he joined in 2005, Reasey Lao first worked on DIP and he was appointed as Deputy Chief of Division on international cooperation and legal affairs in 2008 where he later became Chief of Division of Geographical Indications and Trade Secret in 2009. In 2014, he was appointed as Deputy Director of DIP where he is responsible for international cooperation and legal affairs, geographical indication and trade secret and public awareness.

Reasey Lao is a Cambodian national with master degree in business administration from the National Business Institution (NBI).



speakers



**ALEXANDRA
GRAZIOLI**

Alexandra Grazioli is currently Director of the Lisbon Registry in the Brands and Designs Sector of the World Intellectual Property Organization (WIPO). Her area of supervision involves management, development and promotion of the Lisbon System, as well as development and implementation of projects relating to the development of geographical indications. Since taking up her duties with WIPO in 2014, she has been working as a Senior Counsellor and then as Director in the Office of the Director General.

Before joining WIPO, she was working at the Swiss Federal Institute of Intellectual Property first as trade mark examiner, then as Senior Legal Advisor where she has been responsible for the coordination of WIPO issues and negotiations on geographical indications. Finally, she has been working as Counsellor in charge of intellectual property issues at the Permanent Mission of Switzerland to the United Nations Office and to the Other Organizations in Geneva.

As a representative and head of the Delegation of Switzerland, she has attended several meetings and negotiations in all fields of intellectual property and on issues relating to governance and budgetary issues at WIPO, WTO (TRIPS and Doha Round negotiations).



**GEORGES
VASSILAKIS**

Georges Vassilakis has academic and post-academic studies in European and International law at the University of Paris I (Panthéon-Sorbonne), 1985-1990.

Georges has been a European Commission official since 1991. Previously, he was an administrator in the Legal Department of the Directorate-General for Agriculture and Rural Development (1991-2010) and adviser on quality policy in the Directorate-General for Agriculture and Rural Development (2010-2018).

speakers



**NICOLAS
GUYOT**

Nicolas Guyot is a Legal Advisor in the Industrial Property Rights Legal Services Department of the Legal and International Affairs Division, in the Swiss Federal Intellectual Property Institute (IPI). He was appointed to this position in December 2015. He first worked in the Trademarks Division of the IPI, which he joined in 2010, as an examiner.

Nicolas is a Swiss national who holds a Law degree from the University of Geneva, a Law and Economics Master Degree from the University of St. Gallen (HSG) and a Biology degree from the University of Lausanne. He was admitted to the Swiss Bar and practiced several years as an attorney in a commercial law firm in Geneva.



**VALÉRIE
MARIE
d'AVIGNEAU**

After an extensive career as an Intellectual property expert, first in the private sector in France and then in the Office for Harmonisation in the Internal market (OHIM, now EUIPO), Valérie Marie d'Avigneau joined the European Commission in 2009. She is now leading an initiative on a possible extension of Geographical indication protection of the European Union to non-agricultural products.



**MALWINA
MEJER**

Malwina Mejer has worked as an economist at the European Commission's DG Internal Market, Industry, Entrepreneurship and SMEs since June 2013. Her expertise and interests lie in the areas of innovation and intellectual property protection. She has been involved in the analysis of and advised on Unitary Patent Package, EU Trade mark Reform and export manufacturing waiver for SPCs. She is currently analysing the economic impacts of protection for geographical indications. Malwina holds a PhD in economics from ECARES, Université libre de Bruxelles, and is a graduate of the Advanced Studies Program in International Economic Policy Research at the Kiel Institute for the World Economy. In 2007-2008 Malwina worked at Bruegel, a European think-tank, on projects related to law and economics.



speakers



**MASSIMO
ANTONELLI**

Massimo Antonelli is a Senior Customs Officer at the Italian Customs and Monopoly Agency, currently seconded at the EUIPO's European Observatory on infringements of IPR as a national expert. For the Italian Customs he served as Head of Control Office and Anti-fraud Activities for the Customs of Como in 2011-2013 and then assigned to the Central Directorate for International Cooperation in Rome in 2014. Starting from 2007, he took part in several international cooperation projects as an expert, project manager and 'resident advisor'. Within the Observatory, he works in the Law Enforcement Team as a customs expert. He was the project manager of the EUIPO's 'Study on national control system of GI in the Member States'. He has graduated in Law and has a master's in tax law.



**SIMONE
CALZI**

Simone Calzi is the Head of the Legal Office at the Consorzio del Prosciutto di Parma, the Association of Parma Ham producers. Mr Calzi is responsible for Parma Ham protection all over the world, especially referring to the markets where the product is sold. The enforcement activity focuses mostly on PDO infringements, trade marks registration and oppositions. He coordinates the surveillance activity carried out by Parma Ham inspectors also together with Official Public Authorities. Mr Calzi is specialised in labelling rules required by EU and Third Countries. He also deals with Parma Ham exportation in third countries, giving assistance to companies on the rules and the certifications needed because of his position, his diplomatic activity includes relations with the Italian Government Ministries (Ministries of and Agriculture and Foreign Affairs), Embassies, European Commission, foreign Govern Authorities, and GIs Organisations (AICIG, ORIGIN).

Simone focused his studies and attention on Geographical Indications protection after he graduated in law in 2002, cooperating in some case studies together with the Parma University of Law, thanks to which he was hired by the Consorzio del Prosciutto di Parma (January 2004). He is admitted in the Parma Lawyers Bar.

speakers



**BENJAMIN
FONTAINE**



**TANYA
DUTHIE**

Benjamin Fontaine (born in France, 1975) is a registered Intellectual Property attorney since 2003 (CNCPI, France) and a solicitor admitted to the Alicante Bar (Spain) since 2005.

He holds law degrees from the University of Orléans (France) and from the University of Alicante, as well as a Master in Intellectual Property (Magister Lvcentinvs, Alicante).

Benjamin Fontaine joined E.G.Y.P in 1999 and is a partner at the firm since 2014. He is in charge of the Alicante (ES) branch Office. Fontaine has extensive experience in trade mark prosecution and litigation, particularly in France and with the EUIPO. He advises French and foreign clients in various industries – such as cosmetics, foodstuff and wine – on IP prosecution, brand protection and enforcement matters. His field of practice also extends to industrial design, unfair competition, copyright law and domain name litigation.

Benjamin Fontaine has a specific expertise in the field of geographical indications and related quality signs, and in particular concerning their interaction with trade marks. He is the author of various articles on this topic, as well as a book entitled 'Geographical Indications and the Community Trade Mark System'. Benjamin Fontaine was the chair of the Geographical Indications Committee of the European Communities Trade Mark Association (ECTA). He is a frequent speaker in conferences organised by institutions and universities.

Tanya Duthie is Director of IP Australia's International Policy & Cooperation Section, which is responsible for providing advice to the Australian Government on international intellectual property (IP) policy along with managing international arrangements, relationships and projects.

Tanya has held various positions in IP Australia dealing with domestic and international industrial property law and practice. She has represented Australian positions in numerous international fora and negotiations on IP rights and geographical indications in particular, including the World Intellectual Property Organization (WIPO), the World Trade Organization, and bilateral and plurilateral trade agreements.



speakers



**ELIO
DE TULLIO**

Elio De Tullio is Managing Partner of De Tullio & Partners, Intellectual Property Law Firm. Attorney-at-Law specialised in Intellectual Property matters, he has been admitted to the Bar in Italy since 1994 and he is registered as European and Italian Trade Mark & Design Attorney since 2005. He matured considerable expertise in assisting companies (in particular, SMEs) and associations operating internationally in the agri-food sector. He is Sub-Committee Chair of INTA Geographical Indications Expansion Committee and Chair of INTA EUIPO-EU Observatory Task Force. He cooperates as an expert with WIPO, EUIPO, European Commission, Italian Ministry of Agriculture and Italian Trademark Office, as well as with the EU-China and the EU-SEA IPR SME Helpdesks. He is a frequent lecturer for several Italian Universities and speaker during international conferences, as well as author of numerous publications on international magazines.



**ALLEN F.
JOHNSON**

Ambassador Johnson served as President of Allen F. Johnson & Associates (AFJ) since founding the company in 2005. AFJ has been involved in business and consulting activities in North and South America, Europe, Asia and Africa for companies and trade associations as well as the US government and international organisations.

Prior to founding AFJ he served as an Ambassador at the Office of the United States Trade Representative (USTR) in the Executive Office of the President from April 2001 until September of 2005. He coordinated closely with US Departments and regulatory agencies such as the Department of Agriculture, Department of Commerce, Department of State, Environmental Protection Agency, Food and Drug Administration and the White House and National Security Council, in creating federal rules and policies regarding international trade. He also consulted with and testified before Congress extensively.



**MASSIMO
VITTORI**

Massimo Vittori is the Managing Director of oriGIn, in charge of the Organisation's strategic planning and overall management.

Massimo previously worked as legal advisor at the International Trade Center (ITC), where he was in charge of several projects in the field of intellectual property, trade law harmonisation, model contracts for SMEs and alternative business dispute resolution mechanisms. Massimo also worked at the United Nations Conference for Trade and Development (UNCTAD) on the improvement of developing countries' investment climate through regulatory reforms.

Following his Bachelor Degree in International Relations, Massimo obtained a Master's Degree in International Law at the Graduate Institute of International and Development Studies of Geneva and an LL.M. in Intellectual Property at the University of Turin.

speakers



**JESÚS MORA
CAYETANO**

Massimo regularly delivers seminars on GIs, trade marks and trade related issues in several European Universities.

Since 2012, Jesús Mora Cayetano is the General Coordinator of the Spanish Wine Designations of Origin Association (Conferencia Española de Consejos Reguladores Vitivinícolas – CECRV), the Madrid-based organisation that represents Spanish Wine PDOs towards the national Government but also at international level. CECRV works to manage, protect and promote the common interests of Spanish Wine PDO and to reinforce and continue boosting the diversity and prestige of Spanish Designations of Origin.

Mora Cayetano has a degree in Journalism by Universidad Complutense de Madrid, he has also taken studies in Politics at the same university and graduated in Foreign Trade from the Center for Economic and Trade Studies (CECO), ICEX (Spanish governmental body for Foreign Trade and Investment) Business School. His professional career has always been linked to institutional communication, foreign trade and wine.

Before managing CECRV, he worked for PromoMadrid, the Madrid Public Agency to promote Madrid's economy abroad, and for INECO, a public engineering and consulting company, belonging to the Spanish Ministry of Public Works, which in turn belongs to the international relations department.





CONFERENCE ON “TRADE MARKS AND GEOGRAPHICAL INDICATIONS: FUTURE PERSPECTIVES”

Alicante, 3 - 4 October 2018

agenda



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WEDNESDAY 3RD OCTOBER 2018

MORNING SESSION

Master of ceremony: **Luis Berenguer Giménez**
Head of Communication Service, EUIPO

08:30 – 09:00 Welcome coffee

09:00 – 09:30 **I. OPENING REMARKS**

Speakers: **Mr Christian Archambeau** - *Executive Director, EUIPO*
Ms María Ángeles Benítez Salas - *Deputy Director General, DG
AGRI, European Commission*

09:30 – 12:40 **II. THE RELATIONS BETWEEN TRADE MARKS AND GEOGRAPHICAL
INDICATIONS**

Key note speech: **Mr Wolf Meier-Ewert** - *Counsellor, World Trade Organisation*

1. Geographical indications and different kinds of trade marks

The speakers will present various issues regarding the complementarities and differences between geographical indications and trade mark instruments, for instance the function and nature of each IP right.

Moderator: **Mr Dimitris Botis** - *Deputy Director for Legal Affairs, EUIPO*
Speakers: **Prof. Dr. Alexander von Mühlendahl** - *Lawyer, Bardehle
Pagenberg*
Prof. Pilar Montero - *Director Intellectual Property Master,
University of Alicante*

Questions and answers

agenda

WEDNESDAY 3RD OCTOBER 2018

2. Protected geographical indications and the ex-officio examination of trade mark applications

The speakers will present, preferably from a practical point of view, their experiences in respect of the ex-officio examination under absolute grounds for refusal of trade mark applications against prior geographical indications, highlighting the important issues involved (scope of protection, concepts of 'evocation' and 'comparable products', etc.)

Moderator: **Mr Dimitris Botis** - Deputy Director for Legal Affairs, EUIPO
Speakers: **Ms Elisa Zaera** - Trade Mark Examiner, EUIPO
Mr Alessandro Sciarra - *Chair of the Geographical Indications Team of Marques*

Questions and answers

11:25 - 11:55

Coffee break

3. Protected geographical indications as earlier rights in oppositions

The speakers will present, preferably from a practical point of view, their experience with oppositions between an earlier geographical indication and a trade mark, highlighting the important issues (entitlement to act, scope of protection, reputation, etc.)

Moderator: **Mr Dimitris Botis** - *Deputy Director for Legal Affairs, EUIPO*
Speakers: **Ms Lourdes Velasco** - *Head of the National Distinctive Signs II area, OEPM (Spain)*
Mr Lionel Lalagüe - *Director of Public and International Affairs, Bureau National Interprofessionnel du Cognac*

Questions and answers



agenda

WEDNESDAY 3RD OCTOBER 2018

12:40 – 13:45

III. CASE LAW OF THE EUROPEAN COURT OF JUSTICE / GENERAL COURT

The speakers will present various issues which have been developed by the case-law on the relation between geographical indications and trade marks, such as the scope of protection under absolute and relative grounds for refusal, the function of collective trade marks which designate a geographical origin, and concepts from geographical indications law that have been litigated ('evocation', etc.)

Moderator: **Mr Giuseppe Bertoli** – *Head of Litigation Service, EUIPO*
Speakers: **Prof. Alberto Ribeiro de Almeida** - *Jurist and University Professor, Institute of Port and Douro Wines, Porto*
Ms Virginia Melgar - *Member of the Fifth Board of Appeal, EUIPO*
Mr Ignacio Ulloa Rubio - *Judge, General Court*

Questions and answers

13:45 -15:15

Buffet

AFTERNOON SESSION

15:15 – 16:00

IV. THE PROTECTION OF GIS IN THE EU AND ABROAD

The speakers will present various initiatives and experiences of protection of GIs in the European Union and in non-EU countries

Moderator: **Mr Francis Fay** - *Head of Unit for Geographical indications, DG AGRI, European Commission*
Speakers: **Ms Antonia Gámez Moreno** - *Head of Unit "Asia and Australasia", DG AGRI, European Commission*

agenda

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Mr Javier Moreno - *Head of Service, International Cooperation area, EUIPO*

Mr Reasey Lao - *Deputy Director of Intellectual Property, Ministry of Commerce, Cambodia*

Questions and answers

16:00 – 17:30

V. ROUND TABLE: THE INTERFACE BETWEEN GIS AND TRADE MARKS AT INTERNATIONAL LEVEL

The speakers, representing various international organizations and/or jurisdictions, will discuss questions put by the moderator regarding the relationships between geographical indications and trade marks at a supra-national level, such as through international agreements or the Lisbon System.

Moderator: **Mr Mihály Ficsor** - *Deputy Director European Cooperation Area, EUIPO*

Speakers: **Mr Wolf Meier-Ewert** - *Counsellor, World Trade Organisation*
Mr Georges Vassilakis - *Adviser on quality policy, European Commission*

Ms Alexandra Grazioli - *Director, Lisbon Registry, WIPO*

Questions and answers

17:30

END OF DAY 1

20:30

GALA RECEPTION AT CASTLE SANTA BÁRBARA



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THURSDAY 4TH OCTOBER 2018

MORNING SESSION

08:30 – 09:00

Welcome coffee

09:00 – 09:45

VI. THE PROTECTION OF NON-AGRICULTURAL GIS

The speakers will present the experience of a national Administration to protect geographical indications for non-agricultural products (as well as the initiatives taken by the Commission)

Moderator: **Mr Francis Fay** - *Head of Unit for Geographical indications, DG AGRI, European Commission*

Speakers: **Mr Nicolas Guyot** - *Legal Advisor, IPI Switzerland*
Ms Valérie Marie D'Avigneau - *Intellectual Property Expert, European Commission*
Ms Malwina Mejer - *Economist, European Commission*

Questions and answers

09:45 – 10:55

VII. THE ENFORCEMENT OF GIS

The speakers will present the challenges in relation to enforcement of geographical indications in the marketplace, on-line and in trade, drawing in particular on the initiatives and experience of the EUIPO's Observatory in relation to the enforcement of geographical indications and trade marks, as well as right holders' expectations.

Moderator: **Mr Óscar Mondéjar** - *Head of the Legal Practice Service, EUIPO*

agenda

THURSDAY 4TH OCTOBER 2018

Speakers: **Mr Massimo Antonelli** - *SNE, Observatory, EUIPO*
Mr Simone Calzi - *GI producers' group, Prosciutto di Parma*
Mr Francis Fay - *Head of Unit for Geographical indications, DG AGRI, European Commission*

Questions and answers

10:55 – 11:25

Coffee break

11:25 – 12:55

VIII. ROUND TABLE: THE FUTURE PERSPECTIVES OF USERS

The speakers, representing users and right-holders will discuss questions put by the moderator regarding their expectations and recommendations for the future relationships between geographical indications and trade marks as complementary IP instruments

Moderator: **Mr Óscar Mondéjar** - *Head of the Legal Practice Service, EUIPO*
Speakers: **Mr Benjamin Fontaine** - *former Chair of the ECTA GI Committee, Vice-Chair of the EUIPO-Link Committee*
Ms Tanya Duthie - *Director of International Policy and Cooperation, IP Australia*
Mr Elio De Tullio - *De Tullio & Partners Intellectual Property Attorneys*
Mr Allen Johnson - *Consultant, Common Food Names*
Mr Massimo Vittori - *Managing Director, oriGIn*
Mr Jesús Mora Cayetano - *General Coordinator of Spanish Wine Designations of Origin Association (CECRV)*

Questions and answers



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THURSDAY 4TH OCTOBER 2018

12:55 - 13:15

IX. CLOSING REMARKS

Speakers: **Ms María Ángeles Benítez Salas** - *Deputy Director General,
DG AGRI, European Commission*
Mr Christian Archambeau - *Executive Director, EUIPO*

13:15 - 14:45

BUFFET

AFTERNOON SESSION

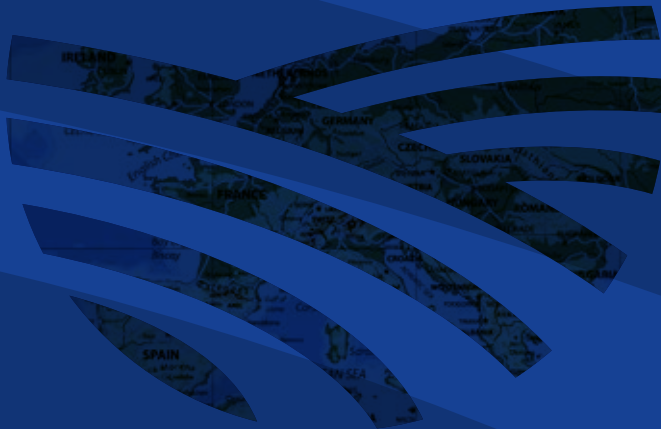
14:45 - 19:00

HALF DAY EXCURSION TO THE WINERY



CONFERENCE ON "TRADE MARKS AND
GEOGRAPHICAL INDICATIONS:
FUTURE PERSPECTIVES"

Alicante, 3 - 4 October 2018



CONFERENCE ON "TRADE MARKS AND GEOGRAPHICAL INDICATIONS: FUTURE PERSPECTIVES"

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