



Day one (22 March 2021)

09.30 10.00 **Connection to the Conference Platform**

10.00 10.45 **Welcome** by Conference Master **Julio Laporta**, Head of the Communication Service, EUIPO

Opening statements by

- **Jorma Hanski**, Chairperson of the Management Board, EUIPO
- **Christian Archambeau**, Executive Director, EUIPO
- **Marcin Romanowski**, Undersecretary of State - Ministry of Justice of the Republic of Poland
- **Savvas Papasavvas**, Vice-President of the General Court of the European Union
- **Beate Schmidt**, President of the German Federal Patent Court
- **Stanley Lai**, Chairman of the Board of Directors of the Intellectual Property Office of Singapore
- **Alexis Mourre**, President of the ICC International Court of Arbitration
- **Théophile M. Margellos**, President of the Boards of Appeal, EUIPO

10.45 12.00 **First session**

Mediation policies in the European Union

Panel Leader: Patrick Sensburg, Member of the German Federal Parliament (Deutscher Bundestag)

Topic 1: Shaping the future of Mediation

Speaker: James South, Managing Director, Centre for Effective Dispute Resolution (CEDR)

Topic 2: Legislating for Mediation

Speaker: Senator Michael McDowell SC, Senator, Former Minister for Justice Equality and Law Reform, Former Attorney General, Ireland

Topic 3: Mediation Directive: Obstacles and possible tweaks

Speaker: Aleš Zalar, President of the European Centre for Dispute Resolution, Former Minister of Justice of the Republic of Slovenia

Topic 4: Mediation policy in the EU: Parliament's views

Speaker: Adrián Vázquez Lázara, Chair of the Committee on Legal Affairs (JURI), European Parliament

Topic 5: EU aspects of mediation

Speaker: Georg Haibach, Principal Administrator, European Commission

Topic 6: Mediation implementation: a Baltic perspective

Speaker: Zane Pētersons, Judge, Supreme Court of the Republic of Latvia, Representative of Latvia in GEMME (European Association of Judges for Mediation)

Topic 7: IP Courts Mediation – Judicial Mediation

Speaker: Monika Rhein, Presiding Judge, Regional Court, Munich, Mediator

12.00 12.30 **Q&A session**

12.30 13.00 **Coffee break**

13.00 14.15 **Second session**

Mediation and Arbitration: Two Faces of the same coin?

Panel Leader: Catherine Dixon, Director General of the Chartered Institute of Arbitrators, CI Arb

Topic 1: Mediation as a precursor to arbitration and vice versa

Speaker: Joana Borralho de Gouveia, Chairman of the Board of Directors, ARBITRARE

Topic 2: Can Alternative Dispute Resolution Mechanisms Become the Default Method for Solving International Intellectual Property Disputes?

Speaker: Jacques de Werra, Director of the Digital Law Center at the Faculty of Law of the University of Geneva

Topic 3: Mediation and arbitration in China: Special considerations

Speaker: Giant Hu, Partner and litigator at Fangda Partners, Former Judge, Mediator of WIPO and SCMC, Arbitrator of Shanghai Arbitration Commission

Topic 4: Arbitration and multi-party disputes

Speaker: Jacob Grierson, Partner and Head of International Arbitration at Asafo & Co

Topic 5: Shifting paradigms of MED-ARB: How to achieve optimisation

Speaker: Trevor Cook, Chairman of the British Copyright Council, WIPO Arbitrator

Topic 6: 'Intuitive' Mediation by International Arbitrators

Speaker: Klaus Peter Berger, Director of the Cologne Academies on International Arbitration and Mediation, Member of the Council of the Institute of World Business Law of the ICC

Topic 7: The benefits of arbitration and ADR in times of uncertainty

Speaker: Olivier van der Haegen, Partner at Loyens & Loeff Advocaten - Avocats

14.15 14.45 **Q&A session**

14.45 16.15 **Lunch break**

16.15 17.20 **Third session**

How to resolve International disputes: Mediation and other ADR Services

Panel Leader: Diana Wallis, Mediator CEDR, Former Vice-President of the European Parliament and Former President of the European Law Institute

Topic 1: Evaluative, facilitative and transformative mediation styles: which process is most suitable to IP disputes involving parties from East Asia?

Speaker: Peter Corne, Member of the Shanghai International Arbitration Commission, Head of the environmental, natural resources and mining Committee at the Shanghai Commercial Mediation Centre (SCMC)

Topic 2: Imbalance of bargaining power: Role of the mediator

Speaker: Jane Gunn, Chair of the Management Board of the Chartered Institute of Arbitrators (CIArb), Former Director and Board Member of the Civil Mediation Council of England and Wales (CMC), Mediator.

Topic 3: How expert determination may unblock impasses in international mediation

Speaker: Sven Stürmann, Chairperson of the 2nd Board of Appeal and Mediator (CEDR), EUIPO

Topic 4: Sculpting the ADR process using hybrid methods

Speaker: Alya Ladjimi, Manager International Centre for ADR, International Chamber of Commerce (ICC)

Topic 5: ADR and Domain names

Speaker: Brian Hutchinson, Associate Professor UCD Sutherland School of Law, Arbitrator, Mediator

Topic 6: Efficiency of Hybrid ADR methods in international disputes

Speaker: Martin Svatoš, Head of the ADR Centre of the Charles University School of Law

17.20 17.50 **Q&A session**

17.50 18.20 **Coffee break**

18.20 19.00 **Fourth session**

Mediation and E-Commerce

Panel Leader: James South, Managing Director, Centre for Effective Dispute Resolution (CEDR)

Topic 1: Dispute Resolution on E-commerce: From present to future

Speaker: Rafael García del Poyo, Lawyer, Mediator & Arbitrator, Partner , Head of the IT/IP Law Department, Osborne Clarke Spain

Topic 2: IP Dispute Resolution on the Alibaba Platforms: Different Legal Perspectives

Speaker: Xinghao Wang, Director of Global IP Enforcement, Alibaba Group

Topic 3: Best practices in ODR and prevention of IP disputes in ecommerce platforms through AI: A Latin American experience

Speaker: Guadalupe García Crespo, Head of Intellectual Property, Mercado Libre

Topic 4: Mediation as the primary instrument for conflict resolution in platform-business relations: Chambers of Commerce approach

Speaker: Christoph Riedmann, Advisor for Digital Policy and the Chamber Digital Services Network, EUROCHAMBERS

19.00 19.20 **Q&A session**

End of day one

Day two (23 March 2021)

09.00 09.30 **Connection to the Conference Platform**

09.30 10.30 **Fifth session**

The Singapore Convention and its opportunities/ implications for IP mediation: A fireside panel chat

Panel Leader: George Lim, Senior Counsel Chairman, Singapore International Mediation Centre

Panelists:

Aleš Zalar, President of the European Centre for Dispute Resolution, Former Minister of Justice of the Republic of Slovenia

Alexander Fessas, Secretary General of the ICC International Court of Arbitration

Claudia Pappas, Head of IP Team Trademarks, Thyssenkrupp Intellectual Property GmbH

Nadja Alexander, Author of the Commentary on the SCM, Director at Singapore International Dispute Resolution Academy

10.30 11.00 **Q&A session**

11.00 11.30 **Coffee Break**

11.30 12.25 **Sixth session**

SME IP right holders and dispute resolution

Panel Leader: Gordon Humphreys, Chairperson of the First Board of Appeal and Mediator, EUIPO

Topic 1: ADR for SMEs in difficulty: EUIPO's COVID-19 toolkit

Speaker: Inge Buffolo, Director of Customer Department, EUIPO

Topic 2: View from the inside: An SME's perspective on mediation

Speaker: Sebastiano Toffaletti, Secretary General of the European DIGITAL SME Alliance

Topic 3: EUIPO EDR Services for SMEs

Speaker: Peter Schwingenschlögl, CEO Vending2Be GmbH

Topic 4: Special considerations of an SME

Speaker: Stefan Moritz, Managing Director of the European Entrepreneurs CEA-PME

Topic 5: Mediation challenges of imbalance of power: tips on how to stop bullyboy tactics

Speaker: David Perkins, IP Neutral, JAMS International, Mediator and Arbitrator

12.25 12.55 **Q&A session**

12.55 13.15 **Closing remarks by**

- **Patricia García-Escudero Márquez**, Director, Academy, EUIPO
- **João Negrão**, Director, International Cooperation and Legal Affairs Department, EUIPO
- **Théophile M. Margellos**, President of the Boards of Appeal, EUIPO

End of conference