JOIN US FOR A GLOBAL IMPACT

>> EU// BLOCKATHON <<

>> BRUSSELS 2018 <<
A new ecosystem paradigm is emerging driven by decentralised, interconnected solutions where important information is made accessible to find solutions to society’s greatest challenges.

This paradigm is highly relevant to anti-counterfeiting where success relies on the connectivity of relevant players: rights holders, customs, logistics operators and consumers.

The EU Blockathon 2018 connects the best teams with experts and leaders from the public and private sectors. Teams will code and develop solutions over a period of 48 hours in order to develop innovative solutions and co-create the future anti-counterfeiting architecture.

This briefing helps you prepare for the EU Blockathon 2018. You will be part of an amazing experience that can change your life and the life of many others.

We are looking forward to meeting you at Autoworld, Brussels!
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<th>06</th>
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THE VENUE

/>EU// BLOCKATHON >> <
What better place to shift the paradigm than the Autoworld museum, built during society's shift to 'horseless carriages'

Autoworld is located in the centre of Brussels, easily accessed by metro, train, tram and bus.

>> Parc du Cinquantenaire 11
1000 Brussels, Belgium
>> THE MAIN ROOM

- Relaxation Area
- Coding Stations
- Main Stage
- Collaboration Area
- Restaurant
- Interview Area
- Experts Area
- Catering Area

>> BRUSSELS 2018 <<
Programme 2

> EU // Blockathon <<

Programme
# TIMETABLE

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>Friday 22 June</td>
<td>09.00</td>
<td>Registration and welcome coffee</td>
</tr>
<tr>
<td></td>
<td>10.45</td>
<td>Opening ceremony, with keynote speeches and presentation of teams</td>
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<tr>
<td></td>
<td><strong>12.00</strong></td>
<td><strong>&gt;&gt; Prototyping starts</strong></td>
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<tr>
<td></td>
<td>12.15-15.45</td>
<td>Masterclasses</td>
</tr>
<tr>
<td>Saturday 23 June</td>
<td>All day</td>
<td>Prototyping</td>
</tr>
<tr>
<td>Sunday 24 June</td>
<td>All morning</td>
<td>Prototyping continues</td>
</tr>
<tr>
<td></td>
<td><strong>12.00</strong></td>
<td><strong>&gt;&gt; Prototyping stops</strong></td>
</tr>
<tr>
<td></td>
<td>13.00-16.30</td>
<td>Teams present solutions to the juries</td>
</tr>
<tr>
<td>Monday 25 June</td>
<td>08.30</td>
<td>Registration for closing ceremony and welcome coffee</td>
</tr>
<tr>
<td></td>
<td>09.00</td>
<td>Announcement of the finalists</td>
</tr>
<tr>
<td></td>
<td>09.30</td>
<td>Finalists present solutions to the Grand Jury</td>
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<tr>
<td></td>
<td>10.30</td>
<td>Meet the teams</td>
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<tr>
<td></td>
<td>10.30</td>
<td>(closed session) Grand Jury assessment</td>
</tr>
<tr>
<td></td>
<td>11.15</td>
<td>Awards ceremony</td>
</tr>
<tr>
<td></td>
<td>12.00</td>
<td>Closing discussion</td>
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<tr>
<td></td>
<td>12.15</td>
<td>Signing of Memorandum of Understanding (MoU) on online advertising and intellectual property rights</td>
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<tr>
<td></td>
<td>12.45</td>
<td>Farewell cocktail</td>
</tr>
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PROGRAMME AT A GLANCE

22 >> OPENING DAY
- Registration and welcome coffee
- Opening Ceremony
- Prototyping begins
- Masterclasses

23 >> PROTOTYPING DAY
- Prototyping day

24 >> ASSESSMENT DAY
- Registration for Jury
- Prototyping ends
- Teams present solutions to the juries

25 >> CLOSING DAY
- Registration for Closing Ceremony and welcome coffee
- Announcement of the Finalists
- Finalists present solutions to the Grand Jury
- Meet the teams
- Grand Jury Assessment
- Awards Ceremony
- Closing discussion
- Signing of Memorandum of Understanding
- Farewell cocktail
FRIDAY 22 JUNE / OPENING DAY

09.00 Registration and welcome coffee
Entrance and main room, catering area

10.45 Opening Ceremony
Keynote speeches and presentation of the teams
Main room, main stage

12.00 Prototyping begins
Main room, main stage

12.15 Masterclasses
- Side rooms (Classic Lounge, Mahy, Minerva)
15.45
SATURDAY 23 JUNE / PROTOTYPING DAY
SUNDAY 24 JUNE / ASSESSMENT DAY

10.00  Registration for jury members
       Entrance

12.00  Prototyping Ends
       Main room, main stage

13.00  Teams present solutions to the juries
       Main room, coding area

16.30  

>> ASSESSMENT DAY<<
MONDAY 25 JUNE / CLOSING DAY

08.30 Registration for closing ceremony and welcome coffee
   Entrance and main room, catering area

09.00 Announcement of the finalists
   Main room, main stage

09.30 Finalists present solutions to the Grand Jury
   Main room, main stage

10.30 Meet the teams - Main room, main stage

10.30 Grand Jury assessment
   Side room, closed session

11.15 Awards ceremony - Main room, main stage

12.00 Closing discussion - Main room, main stage

12.15 Signing of Memorandum of Understanding
   Main room, main stage

12.45 Farewell cocktail
KEYNOTE SPEAKERS

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Rutger van Zuidam is an entrepreneur and owner of DutchChain.com, one of the leading blockchain businesses in the Netherlands. Through its Blockchaingers.org program, DutchChain mobilises the largest open innovation movement in Europe focussed on co-creating decentralised ecosystem solutions that serve our future global society. The highlight of the program is the largest blockchain hackathon in the world that takes place annually in Groningen, Netherlands.

Prior to founding DutchChain, Rutger co-founded the online ticketing company Paylogic.com and served as an advisor to the Investment and Development Agency for the Northern Netherlands.

Conny Czymoch is an independent international moderator and journalist. She has been engaged in conference moderation for the European Union, German ministries, blue chip German corporations and non-profit organisations covering a host of global topics.

For fourteen years until 2011, she worked as anchor woman for the German political television channel Phoenix. Issues such as human rights, anti-human trafficking, economic cooperation and social responsibility are her core competence. Conny is also a media coach for top management and NGOs.

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Prior to founding DutchChain, Rutger co-founded the online ticketing company Paylogic.com and served as an advisor to the Investment and Development Agency for the Northern Netherlands.
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>> KEYNOTE SPEAKERS

Christian Archambeau  
Deputy Executive Director  
EUIPO

Lowri Evans  
Director General  
for DG Internal Market, Industry, Entrepreneurship & SMEs  
European Commission

Conny Czymoch  
Moderator  
Journalist

Andrus Ansip  
Vice-President  
Digital Single Market, European Commission

Blockathon Winner  
EU BLOCKATHON 2018 WINNER

>> CLOSING DISCUSSION

>> BRUSSELS 2018 <
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>> MASTERCLASS AGENDA

12.15 / CHALLENGE EXPERT MEETINGS
- CUSTOMS AUTHORITIES
- LOGISTICS OPERATORS
- CONSUMERS

13.15 / JOINT MEETING
- ENFORCEMENT DATABASE

13.45 / TECH DEEP DIVE 1
- BLOCKCHAIN & INTERNET OF THINGS
- EUIPO TOOLS
- BLOCKCHAIN & ARTIFICIAL INTELLIGENCE

14.45 / TECH DEEP DIVE 2
- TRACK AND TRACE
- IP RIGHTS & ENFORCEMENT
- GDPR

MASTERCLASSES GOALS

>> Improve solutions by raising team knowledge and understanding.

>> Sharing ideas to explore possibilities for the competition to meet the needs of the challenges.
Experts are here to help all the teams get to the next level. They are instrumental in getting to the nitty-gritty of the topic or domain, for insights, inspiration and knowledge. An overview of all the experts and their specific skills will be presented at the Blockathon.
The Grand Jury is a panel representing anti-counterfeiting, business and blockchain. Their task is to assess the two teams that entered the grand final and select the overall Blockathon winner.

The EUIPO Blockathon 2018 prize will be awarded to the solution demonstrating the greatest potential to address the interconnected nature of the three challenges, the impact on counterfeiting, the impact for the users and vision for the future.
>> GRAND JURY PANEL

Christian Archambeau
EUIPO
Deputy Executive Director

Vinay Gupta
Founder of Mattereum
and initiator of the Internet of Agreements

Paulo Santos
European Commission
Directorate B DG TAXUD

Charles Wright
Amazon Marketplace
Associate General Counsel on IP
Teams build solutions to address three challenges for three closely connected stakeholders in the fight against counterfeits: Consumers, Customs Authorities and Logistics Operators. The full description of the Challenges can be found on the EU Blockathon website.

Each Challenge Jury selects the winner and runner-up of their respective challenges for prizes of EUR 15 000 and EUR 10 000. The two teams with the highest scores for all challenges go through to the final.

The winner of the final receives EUR 25 000.

All winners and runners-up will be announced during the Awards Ceremony on Day 4 (Monday).
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PRACTICAL INFO //
**PRACTICAL INFORMATION**

**Catering services and bar schedule**

<table>
<thead>
<tr>
<th></th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
<th>Monday</th>
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<tbody>
<tr>
<td><strong>Breakfast</strong></td>
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<tr>
<td></td>
<td>Snacks available from 09.00 - 16.30</td>
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<tr>
<td><strong>Lunch</strong></td>
<td></td>
<td>13.00 - 14.30</td>
<td>13.00 - 14.30</td>
<td>Cocktail 12.45 - 14.00</td>
</tr>
<tr>
<td><strong>Dinner</strong></td>
<td>19.30 - 21.00</td>
<td>19.30 - 21.00</td>
<td>18.00 - 21.00</td>
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<tr>
<td><strong>Midnight snack</strong></td>
<td>00.00</td>
<td>00.00</td>
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**Relaxation area**

Area to relax and chill is situated in the main room behind the main stage.

**Before the Blockathon** / Contact us at: blockathon@euipo.europa.eu

**At the Blockathon** / The helpdesk in the main room will answer all your queries.
Slack channels are available for any questions:

>> Join @ blockathonteam.slack.com
You can only enter or leave the building using the ground floor entrance.

Entering the building is only possible with a wristband.

The dress code is casual. Wear what you feel comfortable in.

There are no sleeping facilities at the venue.

Friday and Saturday night, the venue is open so teams can continue their work.

The organisation is not liable or responsible for any stolen, lost or damaged goods.

Smoking inside the building is strictly prohibited.

A good Blockathon can’t go without lightning fast Wi-Fi.

Heavy use of data downloads such as video, mining or other massive data requirements are prohibited.

Recruitment activities are prohibited and not appreciated by the teams.

Teams are at the Blockathon to get amazing work done. Try to help, but don’t disturb them!
With the technical support of:

Part of

In collaboration with >>
/> EU // BLOCKATHON >> <
CONNECT // CODE // CO-CREATE