



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

EU
2016



Ministry of Economic Affairs of the
Netherlands



**FOLLOW THE MONEY: HITTING
IP-INFRINGERS WHERE IT HURTS**

**WORKING WITH ADVERTISERS
AND PAYMENT SYSTEMS**

Rotterdam – 21 April 2016

www.euipo.europa.eu

Tuesday 21 April 2016

9.30–10.00 **Registration + coffee**

10.00–10.15 **Opening**

Ministry of Economic Affairs, The Netherlands

Odilia Knap, Acting Deputy Director, Department of Innovation & Knowledge

European Union Intellectual Property Office (EUIPO)

Paul Maier, Director, European Observatory on Infringements of Intellectual Property Rights (EU Observatory)

10.15–10.45 **European Commission**

Overview of activities, including consultation on enforcement, initiatives concerning combatting counterfeits in transportation

Jean Bergevin, Head of Unit, DG Internal Market, Industry, Entrepreneurship and SMEs, Intellectual Property and Fight Against Counterfeiting, European Commission

10.45–11.05 **EU Observatory**

Study 'Voluntary collaboration practices in the EU and third countries'

Alexandra Poch, Head of service IP in the Digital World

11.05–11.30 *Coffee break*

11.30–12.00 **How the advertising chain works**

Peter Szyzsko, Founder and CEO, whiteBULLET Solutions Ltd, United Kingdom

12.00–12.30 **How payment systems work**

Gijs op de Weegh, Chief Operational Officer, Payvision BV, The Netherlands

12.30–13.45 *Lunch*

13.45–14.45 **Presentations and panel discussion:**

I. How to cultivate a balanced and constructive dialogue between the different parties involved.

■ **Moderator: Anselm Kamperman Sanders**, Professor of Intellectual Property Law, Maastricht University

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Presentations:

- **Christie Dennehy-Neil**, Public Policy Manager, Interactive Advertising Bureau UK
- **Alban de Nervaux**, Head International and Legal Service – General Secretariat, Ministry of Culture and Communication, France
- **Sheila Cassells**, Executive Director, Audiovisual Anti-Piracy Alliance

Panel:

- **Chris Vansteenkiste**, Cluster Manager Counterfeiting, Operation department, Economic Crime, Europol
- **Amandine Doat**, Legal Director Intellectual Property & Brand Protection, PVH EUROPE BV
- **Jean Bergevin**, Head of Unit, DG Internal Market, Industry, Entrepreneurship and SMEs, Intellectual Property and Fight Against Counterfeiting, European Commission

14.45–15.00 *Tea*15.00–16.00 Presentations and panel discussion:

II. Follow the money initiatives already in place in the EU: challenges, risks and how to address them

- **Moderator: Madeleine de Cock Buning**, Professor of Copyright and Media, Utrecht University

Presentations:

- **Kevin Ives**, Detective Sergeant, Police Intellectual Property Crime Unit, United Kingdom
- **Joseph McNamee**, Executive Director, European Digital Rights (EDRi)
- **Maria Fredenslund**, Director, Rights Alliance, Denmark

Panel

- **Ángela Gutiérrez Sánchez de León**, Senior Legal Advisor – Deputy General Directorate for Intellectual Property, Ministry of Education, Culture and Sport, Spain
- **Erling Vestergaard**, expert IPR Enforcement, EU Observatory

16.00–16.30 OECD-EUIPO Study 'Counterfeit and pirated trade: the current picture' Presentation

- **Piotr Strykowski**, Senior Economist, OECD
- **Nathan Wajzman**, Chief Economist, EUIPO

16.30 Close & drinks



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