

7th Annual International Conference

GEORGIA AGAINST COUNTERFEITING AND PIRACY

Organized by

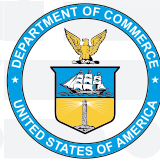
The National Intellectual Property Center of Georgia – “Sakpatenti”

and

U.S. Department of Commerce,
Commercial Law Development Program (CLDP)



საპატენტო ცენტრი
საკონფიდენციალური ინფორმაცია
საკპატენტი
SAKPATENTI
NATIONAL INTELLECTUAL PROPERTY
CENTER OF GEORGIA



CLDP

COMMERCIAL LAW DEVELOPMENT PROGRAM

Hilton Hotel Batumi
40, Rustaveli Str., 6010 Batumi, Georgia

24-25
JULY 2023

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AGENDA

Monday, July 24, 2023

- 9:00 – 9:30** **Registration & Coffee**
- Location: Hilton Hotel Batumi, 40 Rustaveli Str. 6010 Batumi, Georgia**
- 9:30 – 9:55** **Welcome and Opening Remarks**
- Tornike Rijvadze*, Chairman of the Government of the Autonomous Republic of Adjara
- Soso Giorgadze*, Chairman, National Intellectual Property Centre of Georgia (“Sakpatenti”)
- Skip Mark*, Senior Counsel, U.S. Department of Commerce, Commercial Law Development Program (CLDP)
- Zurab Sichinava*, Head of the Customs Department, Revenue Service, Ministry of Finance of Georgia
- Vaja Panozishvili*, Deputy Head of the Investigation Service, Ministry of Finance of Georgia
- 9:55 – 10:15** **Keynote Address**
- Speaker: Dr. Kunio Mikuriya*, Secretary General, World Customs Organization (WCO) **Appearing remotely*
- Global Trends and Challenges**
- 10:15 – 10:35** **Global Trends on Counterfeiting and Piracy**
- Speaker: Tobias Bednarz*, Legal Counsellor, Policy and Cooperation, Building Respect for IP Division, Global Challenges and Partnerships Sector, World Intellectual Property Organization (WIPO)
- 10:35 – 10:55** **European Perspectives on the Challenges of Counterfeit Goods and Pirated Content**
- Speaker: Bérengère Dréno*, Enforcement Specialist, Observatory on Infringements of Intellectual Property Rights, European Union Intellectual Property Office (EUIPO) **Appearing remotely*
- 10:55 – 11:15** **Transnational Illicit Trade: Recent Trends and Emerging Risks**
- Speaker: David A. Foley, Jr.*, Attorney Advisor, Office of Policy and International Affairs, U.S. Patent and Trademark Office (USPTO)
- 11:15 – 11:30** **Coffee Break**

11:30 – 11:50 **International Law Enforcement Initiatives to Prevent Counterfeiting and Piracy**
Speaker: Tomás Domínguez, Specialist, Counterfeiting Team, Intellectual Property Crime Coordinated Coalition (IPC3), Europol

11:50 – 12:30 **Panel: The Status of the Fight Against Counterfeiting & Piracy**

Moderator: *Skip Mark, Senior Counsel, CLDP*

Panelists:

Tobias Bednarz, Legal Counsellor, Policy and Cooperation, Building Respect for IP Division, Global Challenges and Partnerships Sector, WIPO

David A. Foley, Jr., Attorney Advisor, Office of Policy and International Affairs, USPTO

Tomás Domínguez, Specialist, Counterfeiting Team, Intellectual Property Crime Coordinated Coalition (IPC3), Europol

12:30 – 13:30 **Networking Lunch**

Preventing Digital Piracy

13:30 – 13:50 **Malicious Money: The Changing Landscape of Digital Piracy**
Speaker: Nathan Brooks, International Computer Hacking & Intellectual Property (ICHIP) Attorney, U.S. Department of Justice

13:50 – 14:10 **Emerging Trends in Protection of Digital Assets**
Speaker: John Phelan, Director General, International Confederation of Music Publishers (ICMP)

14:10 – 14:30 **Digital Opportunities and Challenges for Creative Industries - Enforcement of Copyright in the Digital Environment**
*Speaker: Ionnis Kikkis, IP Expert, IPR Consultant for the USAID Economic Governance Program in Georgia *Appearing remotely*

14:30 – 14:50 **Developments in Georgia on Prevention of Pirated Content**
Speaker: Zurab Bezhashvili, Executive Director, Anti-Piracy Center of Georgia

14:50 – 15:30 **Panel Discussion – Preventing Piracy in the Digital Age**
Moderator: *Nathan Brooks*, ICHIP Attorney, U.S. Department of Justice

Panelists:

John Phelan, Director General, ICMP

Zurab Bezhashvili, Executive Director, Anti-Piracy Center of Georgia

Natia Katsiashvili, USAID Economic Security Program Component Lead

Otar Bubashvili, CEO, Rustaveli Holding, Cavea

15:30 – 15:45 **Coffee Break**

Sectoral Threats and Consequences of Counterfeiting

15:45 – 16:05 **Risks and Damages in Counterfeiting: A Cross-Sectoral Survey**
Speaker: Kazimieras Sarzickas, Regional Director for North East Europe & Central Asia, React

16:05 – 16:25 **Sectoral Survey: Threats and Consequences in Counterfeiting of Spirits**
Speaker: David Francis, Managing Director, Alliance Against Counterfeit Spirits (AACS)

16:25 – 16:45 **Sectoral Survey: Threats and Consequences in Counterfeiting of Spirits**
Speakers:

Salome Kurdadze, Head of the Legal Department, National Wine Agency of Georgia

Medea Chichinadze, Head of Trademarks and Geographical Indications Division, National Intellectual Property Centre of Georgia “Sakpatenti”

16:45 – 17:30 **Panel: Prevention & Awareness Raising about the Threats and Consequences of Counterfeit Goods in the Spirits Industry**

Moderator: *Kazimieras Sarzickas*, Regional Director for North East Europe & Central Asia, React

Panelists:

David Francis, Managing Director, AACS

Salome Kurdadze, Head of the Legal Department, National Wine Agency of Georgia

Charlotte du Jouffroy, Manager IP Enforcement, Pernod Ricard

Louise Butler, Global Head of Brand Protection, Diageo

Brian Colin, Brand Protection Manager, Brown Forman

Georges Geoffroy, Brand Protection Manager Eastern Europe, Moët
Hennessy

17:30 **Group Photos - Conference Hall**

Tuesday, July 25, 2023

9:30 - 10:00 **Networking & Coffee**

Regional Public Sector Focus: Enforcement Challenges & Solutions

10:00 - 10:20 **The Emerging Global Risks Presented by Small Parcels**
Speaker: Jennifer Boger, Attorney-Advisor, Intellectual Property
Enforcement Branch Regulations and Rulings, Office of Trade, U.S.
Customs and Border Protection (CBP)

10:20 - 10:40 **Georgia's Law Enforcement Efforts in the Fight Against
Counterfeiting**
Speaker: Giorgi Dvalishvili, Ministry of Internal Affairs of Georgia

10:40 - 11:15 **Regional Updates/Panel Discussion - South Caucasus/Eastern Europe**

Moderator: Laurie Morgan, Attorney Advisor-International, CLDP

Panelists:

Samson Uridia, Head of the International Relations Department,
Georgia Revenue Service (GRS)

Ani Harutyunyan, Chief Specialist of the Copyright and Related Rights
Department, Intellectual Property Office of the Republic of Armenia

Natalia Mogol, Deputy Director General of the State Agency on
Intellectual Property (AGEPI)

11:15 - 11:30 **Coffee Break**

11:30 - 12:30 Regional Updates/Panel Discussion - Central Asia

Moderator: *Zmarak Khan*, Senior Counsel, CLDP

Panelists:

Zamirbek Kaiypov, Head of the Department of the Social Policy Committee of the Kyrgyz Republic

Orazmurat Saparmuradov, Deputy Chief of State Service for Intellectual Property, Ministry of Finance and Economy of Turkmenistan

Armanay Kassymkanova, Expert, Intellectual Property Rights Department of the Ministry of Justice of Kazakhstan

Sharaf Abdumalikov, Head of the Department of Legal Protection of Intellectual Property, the Ministry of Justice of Uzbekistan

Solizoda Suhrob, Deputy Director of IP Agency of Tajikistan

12:30 - 13:30 Networking Lunch

Protecting Rightsholders

13:30 - 13:50 Using Public Private Partnerships to Protect Rightsholders

Speaker: Jennifer Boger, Attorney-Advisor, Intellectual Property Enforcement Branch Regulations and Rulings, Office of Trade, CBP

13:50 - 14:10 Protecting Rightsholders in the Sporting Goods Industry

Speaker: Youri Mercier, Deputy Secretary General, Federation of the European Sporting Goods Industry

14:10 - 14:30 Preventing Counterfeiting in Georgia's Retail Sector: Brand Challenges

Speaker: Tinatin Narimanidze, Head of the Legal Department, Ltd International Corporation ICR

14:30 - 15:15 Panel Discussion - Implementing Successful Public Private Partnerships in the Fight to Prevent Counterfeiting

Moderator: *Jennifer Boger*, Attorney-Advisor, Intellectual Property Enforcement Branch Regulations and Rulings, Office of Trade, CBP

Panelists:

Irakli Kartoelishvili, Deputy Head of Department, Investigation Agency of Ministry of Finance of Georgia

Youri Mercier, Deputy Secretary General, Federation of the European Sporting goods Industry

Tinatin Narimanidze, Head of the Legal Department, Ltd International Corporation ICR

Osman Mjavanadze, Head of the International Investors Association, Adjara

15:15 - 15:30 **Coffee Break**

15:30 - 15:45 **Participant Survey**

15:45 - 16:15 **Closing Remarks**

Soso Giorgadze, Chairman, National Intellectual Property Centre of Georgia (“Sakpatenti”)

Skip Mark, Senior Counsel, CLDP

16:15 **End of Conference**