



MILAN
CHAMBER OF
ARBITRATION



First Annual Joint Conference - Milan - 23rd of January, 2020
(Camera Arbitrale di Milano, Via Meravigli 9/b, Milan, Italy)

Intangible Assets and Internationalization: Implications and Dispute Resolution Strategies



Market Focuses

- Industrial Design
- Pharma and Cosmetics
- ICT and FRAND

In collaboration with



With the support of



Please register by the 20th of January 2020. Space is limited. The event is free of charge.

Richiesto l'accreditamento quale evento formative presso l'[Ordine degli Avvocati di Milano](#) (___ crediti) e l'[Ordine dei Consulenti in Proprietà Industriale](#) (___ crediti)



Register [HERE](#), or



info@elexi.it

- 14.00-14.30 **Registration**
- 14.30-14.45 **Welcome and Introduction**
- **Stefano Azzali**, Milan Chamber of Arbitration
 - **Mattia Dalla Costa**, LES Italy
 - **Chiara Accornero**, WIPO Arbitration and Mediation Center
- 14.45-16.00 **Intangible Assets and Internationalization: Implications and Dispute Resolution Strategies**
- Moderator: **Emilio Paolo Villano**, ELEXI
- a) **Intangible Assets as a Competitiveness Factor of the Internationalization of a Company**
- **Cesare Galli**, IP Law Galli
- b) **Licensing strategies for the protection of IP Rights in a Globalized Market**
- **Davide Felice Ferri**, Sisvel S.p.A.
- c) **Resolving Cross-border Disputes Through Mediation and Arbitration**
- **Roberta Regazzoni**, Milan Chamber of Arbitration
 - **Chiara Accornero**, WIPO Arbitration and Mediation Center
- 16.00-16.30 *Coffee Break*
- 16.30-17.00 **Roundtable: Cosmetics and Pharmaceuticals Mediation and Arbitration**
- Moderator: **Paola Nunziata**, CMS Legal
- **Sally Shorthose**, Bird & Bird
 - **Farmindustria** (a representative of)
- 17.00-17.30 **Roundtable: Industrial Design Mediation and Arbitration**
- Moderator: **Giovanni Minuto**, BonelliErede
- **Giovanni Casucci**, Dentons
 - **Stefano Baldi**, Interpatent
- 17.30-18.00 **Roundtable: Information and Communications Technology and FRAND Mediation and Arbitration**
- Moderator: **Corrado Druetta**, Comau S.p.A.
- **Joachim Feldges**, Allen & Overy
 - **Dario Paschetta**, Frignani Virano e Associati
- 18.00-18.30 **Questions and Answers**
- 18.30 **Closing**

The conference will be held in English without translation