



STATE PATENT BUREAU OF
THE REPUBLIC OF LITHUANIA



REGIONAL CONFERENCE

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Intellectual Property and Sports

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the State Patent Bureau of the Republic of Lithuania

and,
the Department of Physical Education and Sports under the Government of the Republic of
Lithuania and National Olympic Committee of Lithuania

Vilnius, April 13 and 14, 2016

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, April 13, 2016

8.30 – 9.30 Registration and Coffee Break

9.30 – 10.00 **OPENING SESSION**

Moderator: Ms. Lina Mickienė, Deputy Director, State Patent Bureau of the Republic of Lithuania, Vilnius

Welcome Addresses by:

H. E. Mr. Juozas Bernatoniš, Minister of Justice of the Republic of Lithuania, Vilnius

Mr. Arūna Želvys, Director of the State Patent Bureau of the Republic of Lithuania, Vilnius

Mr. Thomas Dillon, Counsellor, Building Respect for IP Division, the World Intellectual Property Organization (WIPO), Geneva

Mr. Edis Urbanavičius, Director General, Department of Physical Education and Sports under the Government of the Republic of Lithuania, Vilnius

Ms. Daina Gudzinavičiūtė, President of the National Olympic Committee, Vilnius

SESSION I: SPORT IMPACT ON THE ECONOMY

10.00 – 10.30 **Topic 1: Sport-related Industry in the European Union – the Size and the Effect**

Speaker: Mr. Zenon Severis, Sport Unit, Directorate-General for Education & Culture, European Commission, Brussels

10.30 – 11.00 **Topic 2: Sport as a Tool for Healthy Social and Economic Development. Lithuanian Experience**

Speakers: Mr. Edis Urbanavičius, Director General, Department of Physical Education and Sports under the Government of the Republic of Lithuania, Vilnius

Professor Vilma Čingienė, Mykolas Romeris University Institute of Management, Vilnius

11.00 – 11.30 Coffee Break

SESSION II: THE VALUE OF INTELLECTUAL PROPERTY FOR THE SPORT INDUSTRY

Moderator: Mr. Mihaly Ficsor, Vice President, Hungarian Intellectual Property Office, Budapest

11.30 – 12.00 **Topic 3: Innovations in Sport**

Speaker: Mr. Christian Platzer, Director, European Patent Office (EPO), Munich, Germany

- 12.00 – 12.30 **Topic 4: Copyright and Sports**
Speaker: Mr. Rafael Ferraz Vazquez, Copyright Law Division, WIPO, Geneva
- 12.30 – 13.00 **Topic 5: Olympic Rings – Intellectual and Commercial Value**
Speaker: Ms. Vita Balsytė, National Olympic Committee of Lithuania, Vilnius
- 13.00 – 14.00 Lunch Break
- SESSION III: ABUSE AND MISUSE OF INTELLECTUAL PROPERTY IN SPORT**
- Moderator: Mr. Huw Watkins, Head, UK Intellectual Property Office Intelligence Hub, London
- 14.00 – 14.30 **Topic 6: The Economic Cost of IPR Infringement in Sports Goods – Study Results**
Speaker: Mr. Nathan Wajzman, Chief Economist, European Union Intellectual Property Office (EUIPO) (through video conference)
- 14.30 – 15.00 **Topic 7: IPR Infringements in Sport Goods**
Speaker: Mr. Neil Narriman, Global Head of Intellectual Property at Puma SE
- 15.00 – 15.30 **Topic 8: Importance of the IP Protection from the Perspective of the Sporting Goods Industry Owner**
Speaker: Dr. Jochen M. Schaefer, Attorney-at-Law, Legal Counsel of the World Federation of the Sporting Goods Industry, Germany
- 15.30 – 16.00 **Topic 9: The Use of Trademarks at the Olympic Games**
Speaker: Dr. Beata Krzyzewsky, Attorney at Law, Krzyzewsky Law Offices, member of SPORTJUS Hungarian Sport Law Association, Budapest
- 15.30 – 16.30 Coffee Break
- 16.30 Commemoration dedicated to the 25th anniversary of the SPB and the World Intellectual Property Day
Moderator: Ms. Lina Mickienė, Deputy Director, State Patent Bureau of the Republic of Lithuania, Vilnius
- 18.00 Reception

Thursday, April 14, 2016

SESSION IV: CHALLENGES FOR INTELLECTUAL PROPERTY AND SPORT

Moderator: Professor Ramūnas Birštonas, Mykolas Romeris University, Vilnius

09.00 – 09.30

Topic 10: Enforcement of IP Rights

Speaker: Mr. Thomas Dillon, Counsellor, Building Respect for IP Division, WIPO

09.30 – 10.00

Topic 11: Follow the Money Approach – Organized Crime in Intellectual Property and Sports Europol

Speaker: Mr. Dave Lowe / Mr. Huw Watkins, Division of Intelligence and Enforcement, Intellectual Property Office of United Kingdom, London

10.00 – 10.30

Topic 12: Sport Industry View – Experience Defending Rights of Trademark Owner

Speaker: Mr. Kazimieras Sarzickas, Representative, the Anti-counterfeiting Network React North East Europe

10.30 – 11.00

Coffee Break

SESSION V: RESPECT AND TRANSPARENCY – PRINCIPLES FOR SPORT AND INTELLECTUAL PROPERTY PROTECTION

Moderator: Mr. Gediminas Galkauskas, Corporate Communications Manager at MTG Lithuania

11.00 – 11.30

Topic 13: IP Challenges and Major Events

Speaker: Mr. Andaleeb Basunia, Lawyer, International Management Group (UK) Ltd

11.30 – 12.30

Round table discussions

Mr. Andaleeb Basunia, Lawyer, International Management Group (UK) Ltd

Mr. Oleksii Ardanov, Head of Department, State Intellectual Property Service of Ukraine (SIPS), Kyiv

Dr. Mantas Rimkevičius, Senior Associate, Attorney at Law, Law Firm *ValiunasEllex*, Vilnius

Ms. Vilija Viešūnaitė, Patent Attorney, Attorney at Law, Partner Law Firm *Triniti*, Vilnius

Mr. Erikas Saukalas, *Metida* Law Firm of Reda Žabolienė

Mr. Aurelijus Domeika, Kaunas University of Technology, Director, Company *Abili*, Kaunas

12.30 – 13.30

Lunch break

**SESSION VI: CHALLENGES FOR INTELLECTUAL PROPERTY
AND SPORT**

Moderator: Mr. Andrius Iškauskas, IP and Technology Law
professional at *AAA LAW*

13.30 – 14.00

Topic 14: Seamy Side of Innovation: Doping Consequences

Speaker: Ms. Ieva Lukošiuūtė-Stanikūnienė, Director of
Anti-Doping Agency of Lithuania, Vilnius

14.00 – 14.30

**Topic 15: Trademarks and sports: the ability of creating strong
bonds with customers**

Speaker: Ms. Aistė Pranckuvienė, Marketing Manager LT Company
Birštono Mineraliniai Vandenyys

14.30 – 15.00

Topic 16: Virtual Sport

Speaker: Ms. Vlada Musvydaitė, Lithuanian Company *Sporto birža*

15.00 – 15.30

**Topic 17: Synergy of Sport, Science and Innovations from the
Academic Perspective**

Speaker: Mr. Henrikas Paulauskas, Institute of Sport
Science and Innovations, Lithuanian Sports University

15.30

CLOSING SESSION

Moderator: Ms. Lina Mickienė, Deputy Director, State Patent
Bureau of the Republic of Lithuania, Vilnius