

# 2019 LES PAN-EUROPEAN CONFERENCE MADRID



September 10 to 12

**"HUMAN EVOLUTION AND ARTIFICIAL INTELLIGENCE,  
ARE YOU READY?"**

## Introduction to the Pan-European Conference

Human evolution has impacted our world: AI is claiming new ways of interaction and humanity should be able to adapt to this challenging situation. In this two-day Pan-European Conference we will discuss the technical and legal scenario affecting not only our businesses but our lives. By meeting with professionals of different sectors, we will face the new challenges and the opportunities that arise in this new era.



LES Spain & Portugal invites you to join us in this Pan-European Conference to be held in Madrid next September and to enjoy optionally of a one-day journey into the Escorial (option 1) or to attend an EPO training (option 2)

[www.lesmadrid2019.com](http://www.lesmadrid2019.com)

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	10 Sep	11 Sep		12 Sep		13 sep
9:30 - 10:15		Institucional Welcome & Day Opening Season		Day Opening Season		Optional (not included)  <u>Choice 1</u> EPO Training  <u>Choice 2</u> Social Visit to Escorial
10:15 - 11:15		Plenary Session (Keynote Speaker to be confirmed)		Plenary Session (Keynote Speaker to be confirmed)		
11:15 - 11:45		Coffee Break		Coffee Break		
11:45 - 13:00		<b>Workshop 1</b> Striking a balance between the need to protect confidential information in SEP negotiations and the non-discrimination obligation pursuant to FRAND commitments	<b>Workshop 2</b> Industry 4.0: Data, algorithms and business	<b>Workshop 7</b> AI and ethics : tensions, threats, the role of society and policy makers	<b>Workshop 8</b> Artificial Intelligence and Art: Looking for the author	
13:00 - 14:30		Lunch Break		Lunch Break		
14:30 - 15:45		<b>Workshop 3</b> Personal Data and Biomedical research: A balance between privacy and health	<b>Workshop 4</b> EU - block exemption regulations and effects of non-compliance with its obligations.	<b>Workshop 9</b> The future of trademarks in an AI world	<b>Workshop 10</b> Role-play to define technical character or an invention, between an attorney and an inventor Moderator: EPO	
15:45 - 17:00		<b>Workshop 5</b> FRAND licensing case law in the EU : where we stand, challenges and hurdles	<b>Workshop 6</b> EU/Spanish Judges forum: intellectual property rights, injunctions and the proportionality requirement	<b>Workshop 11</b> AI and protection strategies	<b>Workshop 12</b> Start-ups in the digital field and IP	
17:00 - 17:15	Welcome Reception at Hotel	Coffee Break		Coffee Break		
17:15		Day concussions and Closure		Day concussions and Closure		
19:30		Cocktail Dinner		Grand Gala Dinner		

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## CONFIRMED SPEAKERS

- Manuel Desantes. Professor, University of Alicante. Former VP EPO
- Elisa Martin Garijo. IBM Watson
- Roberto Dini. Founder Sisvel
- Clemens Heusch. Head of European Litigation at Nokia
- Claudia Tapia. Director IPR Policy & Legal Academic Research, RIPL Strategy & Portfolio Management at Ericsson
- Mario Franzosi. Founding Partner at Avvocati Associati Franzosi Dal Negro Setti
- Marco LoBue. Senior Associate at Office of Elisabeth Opie
- Miguel Arjona. Director of R&D ALTRAN
- Julio Raffo. Head, Innovation Economics Section, Economics and Statistics Division, WIPO
- Paolo Benanti. Professor, Pontifical Gregorian University of Rome
- Ramon Lopez de Mantaras. Research Professor of the Spanish National Research Council (CSIC)
- Angel Sevillano. Cognitive AI Practice Leader, CBDS.IBM Global Business Services
- Tobias McKenney. Associate Copyright Counsel EMEA, GOOGLE
- Bern Hugenholtz. Professor of IP Law University of Amsterdam. Director of the Institute for Information Law
- Eleonora Rosati. Associate Professorin IP Law, University of Southampton
- Lee Curtis. Partner and chartered Trademark attorney in HGF
- Anke Moerland. Assistant Professor of IP Law, Maastrich University
- Erlin Vestergaard. IP enforcement expert. European Observatory on Infringements of IP rights, EUIPO