



International Conference Georgia Against Counterfeiting and Piracy

Batumi, Georgia
July 25-26, 2022
Location: Hilton Batumi

Organized by:



CLDP
COMMERCIAL LAW DEVELOPMENT PROGRAM



საქართველოს ინტელექტუალური
საკუთრების ეროვნული ცენტრი
საკპატენტი
SAKPATENTI
NATIONAL INTELLECTUAL PROPERTY
CENTER OF GEORGIA
www.sakpatenti.org.ge

Project made possible through funding by the
U.S. Department of State



AGENDA

Monday – July 25, 2022

- 09:00h – 09:30h **Registration & Coffee**
Location: Batumi Hilton Hotel Conference Room
- 09:30h – 10:00h **Opening Remarks**
- Manana Pruidze*, Acting Chairperson, National Intellectual Property Centre of Georgia “Sakpatenti”
- Nnamdi Ezera*, Senior Counsel, U.S. Department of Commerce, Commercial Law Development Program (CLDP)
- Vaja Panozishvili*, Deputy Head, Investigation Service, Ministry of Finance of Georgia
- Vladimer Khundadze*, Deputy Director General, Georgia Revenue Service (GRS)
- J. Todd Reves*, Director, Building Respect for IP Division, World Intellectual Property Organization (WIPO)
- 10:00h – 10:15h **Keynote Address**
- Dr. Kunio Mikuriya*, Secretary General, World Customs Organization (WCO)

Global Trends and Challenges

- 10:15h – 10:35h **Trends & Enforcement of Counterfeiting and Piracy – WIPO**
J. Todd Reves, Director, Building Respect for IP Division, WIPO
- 10:35h – 10:55h **Global Enforcement of Counterfeiting and Piracy – WCO**
Yusuké Inoue, Technical Attaché IPR Programme, World Customs Organization (WCO)
- 10:55h – 11:15h **European Approaches to Counterfeit Enforcement**
Evi Theofanous, IP Crime Coordinated Coalition AP Copy, IP Crimes Team, Europol
- 11:15h – 11:30h Coffee Break
- 11:30h – 11:50h **Global Trends in Illicit Transnational Flows**
David A. Foley, Jr., Attorney Advisor, Office of Policy and International Affairs, U.S. Patent and Trademark Office
- 11:50h – 12:10h **Counterfeiting Issues with Non-Fungible Tokens & Blockchain**
Nathan Brooks, International Computer Hacking & Intellectual Property (ICHIP) Attorney, U.S. Department of Justice

12:10h – 13:30h **Panel: International Trends in Combatting Counterfeiting and Piracy**
Moderator: Nnamdi Ezera, Senior Counsel, CLDP
Panelists: J. Todd Reves, Yusuké Inoue, Evi Theofanous, David A. Foley, Nathan Brooks

13:30h – 14:30h Networking Lunch

Combatting Counterfeiting to Protect Health and Safety

14:30h – 14:50h **Health and Safety Risks from Counterfeiting and Piracy**
Ronald Brohm, Managing Director, REACT

14:50h – 15:10h **The Impact of Counterfeiting in the Pharmaceutical Industry**
Maia Khetsuriani, Servier Representative in Georgia – Association of Pharmaceutical Companies Representatives in Georgia

15:10h – 15:30h **Counterfeiting Impacts in the Automobile Industry**
Alper Demirci, Value Chain Pricing, Brand Protection Operations Manager, Toyota Motor Europe

15:30h – 16:00h Coffee Break

16:00h – 16:20h **Counterfeiting in Mobile Industry**
Harriet Smith, Senior Investigator Apple IP Enforcement -VICO

16:20h – 16:40h **Counterfeit Medicines in the International Pharmaceutical Market**
Jillian Brady, Alliance for Safe Online Pharmacies Global Foundation

16:40h – 18:00h **Panel: Combatting Counterfeiting to protect health and Safety**
Moderator: Ronald Brohm, Managing Director, REACT
Panelists: Maia Khetsuriani, Alper Demirci, Jillian Brady, Harriet Smith

18:00h End of Program Day 1

20:00h **Reception Hosted by SAKPATENTI**
Co-Sponsored by: MGT Law Firm, Shalvino

Venue: Sky Bar “Nephele”
20th Floor Hilton Batumi

Tuesday – July 26, 2022

9:30 – 10:00 Networking & Coffee

Effects of Counterfeiting on International Textile Brands & Solutions

10:00h – 10:15h **Counterfeiting Examples and Combating Tools – Georgia Experience**
Gano Melitauri, Founder and CEO “Kombinizona” Georgian Apparel and Fashion Association

10:15h – 10:30h **Brand Protection Mechanisms and Counterfeiting Example**
Mr. Giorgi Zhorzholiani, Attorney at Law, CROSTY

10:30h – 10:45h **Puma Examples and Protection Mechanisms**
Neil Narriman, General Counsel IP, Puma

10:45h – 11:00h **Hugo Boss Presentation**
Giorgi Taktakishvili, MGT Law

11:00h – 11:15h Coffee Break

11:15h – 11:30h **Lacoste Presentation**
Arianna Iacomelli, IP Counsel, MF Brands

11:30h – 12:30h **Panel: Traceability and Economic Impact of Counterfeit goods on Textile Industry**
Moderator: Manana Pruidze, Acting Chairperson, Sakpatenti
Panelists: Gano Melitauri; Giorgi Zhorzholiani; Neil Narriman; Giorgi Taktakishvili

12:30h – 13:30h Networking Lunch

Regional Challenges and Solutions

13:30h – 14:00h **Georgia Country Report** Georgia Customs Department Annual Report
Samson Uridia, Head of International Relations Department, Georgia Revenue Service (GRS)

14:00h – 15:15h **Regional Updates/Panel Discussion – Caucasus/Eastern Europe**
Moderator: Manana Pruidze, Sakpatenti TBD
Panelists: TBC (Georgia, Armenia, Azerbaijan, Moldova)

15:15h – 15:30h Coffee Break

15:30h – 16:45h **Regional Updates/Panel Discussion – Central Asia**
Moderator: Kazimieras Sarzickas, REACT Regional Director, North East Europe
Panelists: TBC (Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan)

16:45h – 17:15h

Wrap Up Session

Nnamdi Ezera, CLDP, Manana Puidze, SAKPATENTI, Ronald Brohm,
REACT

17:15h

Closing Remarks

Nnamdi Ezera, CLDP, Manana Puidze, SAKPATENTI

17:30h

End of Conference