



ROMANIAN COPYRIGHT
OFFICE (ORDA)



STATE OFFICE FOR
INVENTIONS AND
TRADEMARKS (OSIM)



ROMANIAN-AMERICAN
UNIVERSITY IN
BUCHAREST



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

REGIONAL CONFERENCE

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Fourth Regional Conference on IP in the Digital Economy for Small and Medium-sized Enterprises (SMEs): Mastering the Game (3.0) on Business and Legal Issues for Video Game Industry Players

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Romanian Copyright Office (ORDA)

the State Office for Inventions and Trademarks (OSIM)

and
the Romanian American University in Bucharest

Hybrid, Bucharest, September 6 and 7, 2021

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, September 6, 2021 (EET time)

Moderators:

- Mr. Alexandru Tabușca, Ph.D. Associate Professor, Dean – School of Computer Science for Business Management, Romanian American-University, Bucharest (onsite-first day)
- Mr. Mihai Olariu, Ph.D. Associate Professor, Vice-dean – School of Law, Romanian-American University, Bucharest (onsite-second day)
- Mr. Ryszard Frelek, Program Officer, Section for Central European and Baltic States and Mediterranean Countries (CEBS), World Intellectual Property Organization (WIPO), Geneva (online)

14.00 – 14.15 **Opening Ceremony**

Welcome addresses by:

Mr. Razvan Pop, Director General, Romanian Copyright Office (ORDA), Bucharest

Mr. Catalin Burcescu, Director General, Romanian Patent Office (OSIM), Bucharest

Ph.D. Prof. Costel Negricea, Rector, Romanian-American University, Bucharest

Mr. Guy Pessach, Director, IP for Business Division, World Intellectual Property Organization (WIPO), Geneva

14.15 – 15.00 **Setting-up the Stage: The Gaming Industry Today and Tomorrow**

History, Future, Pandemic, Internationalization of Production, Democratization of the Market, e-Sports, Developers, Publishers, Gamers, Platform Developers

Speakers: Ms. Donna Hill, Manager, WIPO for Creators, Copyright Management Division, WIPO

Mr. David Greenspan, Visiting Lecturer, School of Law, Santa Clara University, San Clara, California, United States of America

Ms. Andreea Medvedovici Per, Vice-President, European Game Developers Federation (EGDF), BizDev at KillHouse Games, Bucharest

15.00 – 16.15 **Bread and Butter or Intellectual Property (IP) and Videogames**

Patent, Trademarks, Designs, Copyright, Trade Secrets

Speakers: Dr. Gaetano Dimita, Senior Lecturer, International Intellectual Property Law, Centre for Commercial Law Studies, Queen Mary University of London

Mr. Christian Fønnesbech, Head, IP Development, Leverage Partnership, Copenhagen

Mr. Bisser Dyankov, Producer, Haemimont Games, Sofia

Mr. Adrian Negoita, Director, Patent and Innovation Support Department, the Romanian Patent Office (OSIM), Bucharest

16.15 – 16.30 Coffee Break

16.30 – 17.15 **Your Avatar is Playing with Artificial Intelligence (AI) in the Cloud: Emerging IP Issues in the Gaming Industry**

Cloud Gaming and IP, Virtual Goods, Avatars, Gamers as Creators, AI in Videogames

Speakers: Dr. Gaetano Dimita

Mr. Giuseppe Crugliano, CEO and Creative Director of PlayMagic Ltd, Mosta, Malta (tbc)

17.15 – 17.30 **Questions & Answers Session**

Tuesday, September 7, 2021 (EET time)

14.15 – 15.15 **License to Create Worlds: Licensing IP in the Gaming Industry**

Licensing or Creating Original Content, Licensing Agreements with Publishers and Platform Developers

Speakers: Mr. David Greenspan

Ms. Kinga Palinska, Legal Counsel, IP & Development, CD Projekt Red, Warsaw

Mr. Dan Teodorescu, Co-Founder & Producer, Metagame, Bucharest

Ms. Andreea Medvedovici Per

15.15 – 16.15 **World of Indie: Small Game Developers and their Challenges and Opportunities**

Small Independent Studios Enforcing IP, Mobile Gaming, Platform Access

Speakers: Ms. Tamara Nanayakkara, Counsellor, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO

Mr. George Lemnaru, CEO, Green Horse Games, Bucharest

Mr. Catalin Boitor, Game Developer and Founder, Hive Soft Game Development Studio, Bucharest

Ms. Andreea Medvedovici Per

16.15 – 16.30 Coffee Break

16.30 – 17.15 **How to Adopt: Digital Business Models for SMEs during Pandemic and Post-Pandemic Times**

Doing Business Digitally, Art Commercialization, Adoption or Improvisation

Speakers: Ms. Irina Florescu, Visual Artist, Bucharest

Ms. Silvana Dulama-Popa, Co-founder, Curator and Creative Director, MECENA.ART, Bucharest

17.15 – 17.30 **Questions & Answers Session**

17.30 – 17.45 **Summing-up and Closing**

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