



Slovenian Intellectual Property Office



Pravna fakulteta
Univerza v Ljubljani
100



REGIONAL CONFERENCE

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Intellectual Property and Sports

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Slovenian Intellectual Property Office (SIPO),

University of Ljubljana, Faculty of Law, and the Sports Law Association of Slovenia

Ljubljana, May 28 and 29, 2019

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, May 28, 2019

8.30 – 9.00 Registration and Coffee Break

9.00 – 9.15 **OPENING SESSION**

Welcome Addresses by:

- Dr. Vojko Toman, Director, Slovenian Intellectual Property Office (SIPO), Ljubljana;
- Professor Grega Strban, Dean, Faculty of Law, University of Ljubljana, Ljubljana
- Ms. Virag Halgand, Head, Section for Central European and Baltic States and Mediterranean Countries, Department for Transition and Developed Countries, WIPO.

9.15 – 12.30 **SESSION I: THE VALUE OF INTELLECTUAL PROPERTY**

9.15 – 9.40 Sport-related Industry – the Size and the Effect

Speaker: Dr. Jochen M. Schaefer, Legal Counsel, World Federation of the Sporting Goods Industry, Zorneding, Germany

9.40 – 10.05 IP and Sports from the WIPO perspective

Speaker: Ms. Virag Halgand

10.05 – 10.50 Intellectual Property and Sports Law – ECJ Judge's View

Speaker: Mr. Marko Ilešič, PhD, Judge, Court of Justice of the European Union

10.50 – 11.15 Licensing, Sponsorship and Merchandising

Speaker: Ms. Celia Sueiras Villalobos, Counsel, Garrigues, Madrid

11.15 – 11.40 IP: The Proper Role of a European Sports Governing Body'

Speaker: Mr. Michael Short, Legal Counsel, UEFA, Nyon, Switzerland

11.40 – 12.05 Sale of Television Rights in Sport

Speaker: Mr. Tomaž Ambrožič, Managing Director, SportMediaFocus, Ljubljana

12.05 – 12.30 Discussion

Moderator: Ms. Virag Halgand

12.30 – 14.00 Lunch

14.00 – 15.45 **SESSION II: THE ROLE OF IP FOR ATHLETES AND IMAGE RIGHTS**

14.00 – 14.30 Registering the Name of Athletes as Trade Marks

Speaker: Ms. Celia Sueiras Villalobos

- 14.30 – 14.50 Image Rights and Sports – at the Age of Social Media
Speaker: Dr. Vesna Bergant Rakočević, PhD, Judge, High Court of the Republic of Slovenia, Arbiter at the international Court of Arbitration in Sport (CAS), Ljubljana
- 14.50 – 15.10 The Proper Use of Athletes Image Rights in Slovenia
Speaker: Mr. Blaž Tomažin Bolcar, Attorney at law and Athlete's Representative, Ljubljana
- 15.10 – 15.30 Professional Football Players' Image Rights
Speaker: Mr. Luka Milanović, High Court of the Republic of Slovenia, Legal Advisor to Arnecke Sibeth Dabelstein Law Firm
- 15.30 – 15.45 Discussion
Moderator: Dr. Vesna Bergant Rakočević
- 15.45 – 16.15 Coffee Break
- 16.15 – 18.00 **SESSION III: BUILDING RESPECT FOR IP IN SPORTS**
- 16.15 – 16.35 Protecting the Olympic Properties
Speaker: Mr. Samo Košir, Legal Department of the Olympic Committee of Slovenia - Association of Sport Federations, Ljubljana
- 16.35 – 16.55 IPR Enforcement
Speakers: Ms. Celia Sueiras Villalobos
- 16.55 – 17.15 Fighting Ambush Marketing
Speaker: Mr. Blaž Tomažin Bolcar
- 17.15 – 17.35 IPR Infringements in Sport Goods
Speaker: Dr. Jochen M. Schaefer
- 17.35 – 17.55 The importance of IPR for Sporting Events' Organisers
Speaker: Mr. Mark Lichtenhein, Chairman, Sports Rights Owners Coalition
- 17.55 – 18.00 Discussion
Moderator: Ms. Celia Sueiras Villalobos
- 18.00 – 19.30 Reception

Wednesday, May 29, 2019

- 9.00 – 11.00 **SESSION IV: CHALLENGES AND OPPORTUNITIES FOR INTELLECTUAL PROPERTY AND SPORT**
- 9.00 – 9.30 International Sports Disputes – The Role of Mediation and Arbitration
Speaker: Mr. Andrzej Gadkowski, Fellow, IP Disputes Section, WIPO Arbitration and Mediation Center
- 9.30 – 10.00 Image Rights Management with Disruptive Technologies

- Speaker: Mr. Peter Merc, PhD, Smart SporTech, Ltd
- 10.00 – 10.30 How to Fight Illegal Broadcast of Sporting Events
Speaker: Mr. Mathieu Moreuil, Director, International Football, Relations and EU Affairs, Premier League
- 10.30 – 11.00 Discussion
Moderator: Mr. Andrzej Gadkowski
- 11.00– 11.30 Coffee Break
- 11.30 – 13.00 **DISCUSSION**
- Moderator: Ms. Virag Halgand;
- Participants: Ms. Sonila Meka, Head, Coordination, Analyses and Reporting Sector, General Directorate of Industrial Property, Tirana
- Mr. Michal Havlík, Partner, Všetečka Zelený Švorčík Kalenský & Partners Law and Patent Office, Prague
- Mr. Michael Lantos, Partner Attorney, Danubia Patent and Law Office, Budapest
- Ms. Irmina Valaitė, Specialist of Industrial Property Information Division, State Patent Bureau of the Republic of Lithuania, Vilnius
- Ms. Arta Bilali-Zendeli, Associate Professor, Faculty of Law, University of Tetova, Tetova, Republic of North Macedonia
- Ms. Lidija Martić, Head, Division for Trademarks, Industrial Design and Geographical Indication, Ministry of Economy of Montenegro, Podgorica
- Ms. Blanka Bułacz, Trademark Examiner, Patent Office of the Republic of Poland, Warsaw
- Ms. Marija Belčević, Advisor of the Distinctive Signs Sector, Intellectual Property Office, Belgrade
- 13.00 – 13.30 **CLOSING SESSION**
- Dr. Vojko Toman;
 - Ms. Virag Halgand;
 - Mr Boštjan Koritnik, Secretary General, University of Ljubljana Faculty of Law, President, Sports Law Association of Slovenia, Ljubljana

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