

## Panel 1: ‘Does the ongoing legal reform bring solely good news?’

### **Prof. Pilar Montero, Commercial Law Department, University of Alicante, ES**

Intellectual Property Law Professor from the Commercial Law Department of the University of Alicante, Doctor (PhD) in Law by the University Complutense (Madrid) Director of the Master on Intellectual Property and Digital Innovation of the University of Alicante, Magister Lvcentinvs. She has widely published books and articles on IP and Digital environment, particularly on Geographical Indications and Trade Marks. She authored a book on “Designations of origin and geographical indications”, and several articles such as, among others: “Towards a core unitary legal regime for Geographical Indications in the European Union digital market”, “Geographical indications and Cultural Heritage”, or “The functions of Geographical Indications as Intellectual Property Rights and Sustainable Development”.

She is member of the expert group on the online platform economy of the European Commission. She is also member of the EUIPO Observatory Legal Expert group. As an Intellectual Property expert, she has been involved in the work of several European and international institutions, including the European Parliament, WIPO, European Commission, EUIPO, the Spanish patent and trade mark office (OEPM). She is member of the GIs Research Unit of the Commercial Law Department of the University of Alicante, leading the Academic Specialist Diploma: “Distinctive Signs of Quality and Plant breeding”.

She currently teaches Intellectual Property at the University of Alicante and is guest professor in several European and International IP Programmes around the world. She is regular speaker at national and international IP forums. Her key areas of expertise involve International and European IP Law, Spanish IP system, Trade marks, Designs, Geographical Indications, Traditional Knowledge, Trade Secrets, Competition Law and Platform Economy Regulations

### **Massimo Vittori, OriGIn, CH, University of Alicante, ES**

Massimo Vittori is the Managing Director of OriGIn, in charge of the Organization’s strategic planning and management.

Massimo previously worked at the International Trade Center (ITC) and at the United Nations Conference for Trade and Development (UNCTAD) on Intellectual Property and trade-related cooperation projects.

Massimo obtained a Master's Degree in International Law at the Graduate Institute of International and Development Studies of Geneva and an LL.M. in Intellectual Property at the University of Turin.