

ECTA 44th Annual Conference '*Green Light for Growth*'

Clayton Hotel Burlington Road, Dublin, Ireland

PROGRAMME

Wednesday, 17 June

08.00 - 20.00 Registration and Information Desk

08.00 - 09.00 Advisory Committee Breakfast Meeting (by invitation only)

09.00 - 12.00 Committee Meetings (by invitation only)

AI & Data Committee
Anti-Counterfeiting Committee
Copyright Committee
Design Committee
Geographical Indications Committee
Harmonization Committee
International Trade Committee
Internet Committee
Law Committee
Mediation Committee
Patent Committee
Professional Affairs and Membership Committee

12.00 - 14.15 Lunch for Supervisory Board and Committee members (by invitation only)

12.15 - 14.15 Committee Meetings (lunch meetings, by invitation only)

Amicus Curiae Task Force
EUIPO-Link Committee
IP Valuation Task Force
Programme Committee
Publications Committee
SME-Link Committee
WIPO-Link Committee

14.30 - 18.00 Supervisory Board Meeting (by invitation only)

15.55 - 16.00 **Presentation by Fovea IP**

16.00 - 18.00 **Workshop: Mock Mediation Case**

Moderators: Judit Lantos, Lantos Law, HU and Sven Stürmann, EUIPO Boards of Appeal, ES

18.00 - 18.25 **Keynote Speech: Challenges and Evolving Dynamics for Women in the IP Practice**

Laura Collada, Dumont Bergman Bider & Co, MX

18.30 - 19.30 **Gathering organised by the Young Professionals Group** (external event, by invitation only)

With the kind help and contribution of MASON HAYES & CURRAN

19.30 - 23.00 **Welcome Reception with Buffet Dinner at *Café en Seine***

Opened in 1993 and beautifully renovated in 2018, Café en Seine is one of Dublin's most iconic venues, blending timeless Parisian glamour with contemporary Irish style. Located on Dawson Street, in the heart of the city, it was originally designed as a grand café inspired by the Belle Époque era of Paris, featuring elegant glass ceilings, ornate balconies, and lush indoor gardens.

Dress Code: Smart casual

The venue is in walking distance, no bus transfers will be provided. Guests should make their way to *Café en Seine* individually to arrive between 19.30 and 20.00.

Thursday, 18 June

08.00 – 18.30 **Registration and Information Desk**

08.30 - 09.00 **Annual General Meeting**

09.05 - 09.25 **Welcome**

09.30 - 10.50 **Latest IP News and Trends**

Moderator: ECTA Second Vice-President Benjamin Fontaine, PLASSERAUD IP, ES

10.50 - 11.20 **Coffee Break**

11.20 - 12.40 **1st session: Developing and Managing IP Portfolios in the Era of Green Technology**

12.40 - 14.00 **Lunch**

sponsored by COMPUTER PACKAGES

14.00 - 15.20 **2nd session: AI and Dupe Influencers in the Pharma and Cosmetics Sectors**

Moderator: ECTA Secretary General Julien Scicluna, FR

15.20 - 15.50 **Coffee Break**

15.50 - 17.25 **3rd session: ESG Impact on IP Strategy in the Tech Industry**

Moderator: Niccolò Ferretti, NUNZIANTE MAGRONE Studio Legale. IT

17.45 - 18.30 **ECTA at a Glance - First Time Attendee Gathering**

sponsored by Weber & Sauberschwartz

19.30 - 22.30 **Buffet Dinner at the Guinness Storehouse**

The Guinness Storehouse, located in Dublin's historic St. James's Gate Brewery, is one of Ireland's most visited attractions and an emblem of the country's brewing heritage. The building, originally constructed in 1904, was once the fermentation plant of the Guinness brewery. Its seven floors are built around a giant glass atrium shaped like a pint of Guinness, a striking architectural statement that blends industrial history with modern design.

Since its transformation into a visitor experience in 2000, the Guinness Storehouse has welcomed millions of guests from around the world. Each floor explores a different part of the Guinness story, from brewing and advertising to tasting and brand history. The visit culminates in the Gravity Bar, offering panoramic views of Dublin.

Dress Code: Smart casual

Bus transfers will be provided from Clayton Hotel Burlington Road.

Friday, 19 June

08.00 - 18.00 **Registration and Information Desk**

09.00 - 10.30 **4th session: EUIPO Knowledge Centre and a Comparison Between EU and US Copyright Systems**

Moderator: Anke Nordemann-Schiffel, NORDEMANN, DE

10.30 - 11.00 **Coffee Break**

11.00 - 12.30 **5th session: ESG, Greenwashing and Green Claims (GI Session)**

Moderator: Andrea Zappalaglio, University of Leeds, UK

12.30 - 14.00 **Lunch**

14.00 - 14.15 **ECTA Award 2026**

14.15 - 15.45 **6th session: AI Impact in the Design Field**

Moderator: tbc

15.45 - 16.00 **Coffee Break**

16.00 - 17.30 **7th Session: EU Case Law Update**

Moderator: Klaudia Blach-Morysinska, Zaborski, Morysinski Law Office, PL

17.30 - 17.45 **Closing Remarks**

ECTA First Vice-President Paola Ruggiero, Bird & Bird Società tra Avvocati, IT

19.30 - 01.30 **Gala Dinner at *the Royal Dublin Society***

Founded in 1731, the Royal Dublin Society (RDS) is one of Ireland's oldest and most prestigious institutions, dedicated to promoting Ireland's cultural, scientific, and economic development. Located in the heart of Ballsbridge, the embassy belt of Dublin city, the RDS campus spans over 42 acres, featuring a range of elegant historic buildings and modern exhibition halls. The venue has hosted a wide variety of events over the centuries, from agricultural shows and equestrian competitions to concerts, trade fairs, and international conferences. The annual Dublin Horse Show, one of the world's leading equestrian events, remains its most famous tradition.

Dress Code: Cocktail attire

Bus transfers will be provided from Clayton Hotel Burlington Road.