



## 2nd Congress of ESIMET

# IP & E-COMMERCE

The Violation of the Industrial and Intellectual Property on the Internet and in E-Commerce.

The Challenge

**VOL. I**

Eugenides Foundation L. Syggrou 387 P. Falirou  
22.09.2018 Athens

## PROGRAM FLOW

Under the auspices [ aegis ] of



Italian Industrial Property Consultants Institute  
ORDINE BREVETTI MILAN - ITALY\*



Participation in the event gives the right to the assignment of training credits for members of the Order of Consultants in Industrial Property  
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2<sup>nd</sup> Congress of ESIMET – Trademark Companies Association  
IP & E-COMMERCE. The Challenge. The Violation of the Industrial and Intellectual Property on the Internet and in E-Commerce.  
Athens 22-09-2018 Eugenides Foundation

08:15 – 08:30 Welcome Coffee – Registrations are open

08:30- 09:25 Welcome Speech

Dionisis Chatzidakis - Mayor of P. Falirou

Lambros Kotsiris - Emeritus Professor at the Law School of the Aristotle University of Thessaloniki, Associate Member of the Academy of Athens and Honorary Doctor of the Law School of the University of Athens.

George Pitsilis - Governor's Office - Hellenic Republic - Independent Authority for Public Revenue

Dr. Prodromos Tsiavos - President of the Administrative Council of the Hellenic Industrial Property Organization (OBI)

Mantelena Kalii [on behalf of Mrs. Eva Kalii Member of the European Parliament] - Responsible for ELonTech - European Law Observatory on New Technologies- ELONTech

Makrydaki Maria - Gen. Director of Esimet - Trademark Companies Association of Greece-Cyprus-Albania-Romania-Fyrom & Turkey

PANEL I 09:25 10:20

The Violation of the Industrial and Intellectual Property on the Internet and in E-Commerce and how the Authorities face the problem

Coordinator: Demetrios Anastasopoulos – Attorney at Law Council of Athens Bar Association - President of the Panhellenic Association of Lawyers - E-Themis

Speakers

09:25-09:35 Ioannis Antoniadis, Chairman, Hellenic Copyright Organization – Ministry of Cultures and Sports

09:35-09:45 Dr. Ioannis Kaplanis - Director General, Hellenic Industrial Property Organization (OBI)

09:45-10:00 Stauros Thomadakis - Special secretary of SDOE - Special Secretariat for Financial and Economic Crime Unit

10:00-10:15 George Papaprodromou - Brigadier General - Cyber Crime Unit - Hellenic Police

PANEL II 10:15 – 13:00

The Violation of the Industrial and Intellectual Property on the Internet and in E-Commerce and how the Brands and the Social Media Platforms face the problem.

Coordinator: Makrydaki Maria - Gen. Director of Esimet - Trademark Companies Association of Greece-Cyprus-Albania-Romania-Fyrom & Turkey

Speakers:

10:15 – 10:25 Laura Bononcini, Head of Public Policy, Italy, Greece & Malta Facebook Inc.

10:25 – 10:35 Michalis Kosmopoulos INTA - International Trademark Association Anti-Counterfeit Strategies "The Online Counterfeiting Problem and INTA's Solutions"

10:35 – 10:50 Konstantinos Logaras - Senior Associate-Attorney at Law - Ip specialist at Zepos & Yannopoulos law Firm "The application of Blockchain technology to the protection of Intellectual Property right"

10:50 – 11:05 Maria G. Sinaridou, LL.M. Int. IP Law, Certified Mediation Advocate, Scientific Associate of the Intellectual Property Organization "New arrangements in the field of IP Rights infringements"

11:05 – 11:20 Sofia Georgiadi - Attorney at Law - LL.M. Commercial Law - Bristol University UK "Copyright Protection and E-COMMERCE. The Challenges of Social Media Marketing"

11:20 – 11:35 Helena Tzoulia, Attorney at Law PhD, LL. M. Heidelberg "Intellectual Property Offenses in Search Engines: Appearances - Allocation of Responsibilities - Claims"

11:35 – 11:50 Yannis Paramithiots, Attorney at Law - PhD, LL.M. at Paramithiots and Partners Law firm "Surreptitious advertising in social media as an unfair commercial practice".

11: 50-12:45 Let's hear the Brands! PAOK FC and Microsoft Hellas.

A. How PAOK FC a Greek company faces the problem of counterfeiting. Speakers:

1. Achilles Mavromatis – Attorney at Law, PhD, Head of PAOK FC Legal Department
2. Panagiotis Nikas – Legal Consultant, DIMERA GROUP

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B. How Microsoft a multinational company faces the problem of counterfeiting – Microsoft Hellas - name pending

12:45 – 13:15 Questions for the First and Second Panel

13:15 – 14:20 Lunch Break

PANEL III 14:25 – 18:00

The role of Creators and Rights holders of Intellectual and Related Rights, Collective Management and Protection Organizations, Discographic Companies and Internet Service Providers.

Coordinators:

1. Makrydaki Maria - Gen. Director of Esimet - Trademark Companies Association of Greece-Cyprus-Albania-Romania-Fyrom & Turkey

2. Mantelena Kalii - Responsible for ELONTech- European Law Observatory on New Technologies- ELONTech

3. Evangelia Vagena, Attorney at Law, Ph.D, DEA Droit et Informatique, CIPP/E, IP & IT law expert

> Discographic Companies. (1)

14:25 – 14:40 Athena Vasiliogiannaki - Legal consultant in MINOS EMI - A UNIVERSAL MUSIC COMPANY

14:40-14:55 Alkmini Thanou - Digital Strategy Manager - PANIK ENTERTAINMENT GROUP - Thrilled about Music: Challenges & Strategies for a record label in the Digital Era"

14:50-15:10 George Stampolis - CEO THE SPICY EFFECT - SPICY MUSIC "Music everywhere, Education and Information - The Defense for Copyright"

15:10-15:20 Alex Constantinides - The MAD LIONS "Video Clip Directors and Ip: our Rights Our Obligations and our Worries"

15:20 – 15:35 Coffee Break

> Internet Providers (2)

15:35 – 15:50 Chryssi Tzatha - Attorney at Law Regulatory Affairs Dept. WIND HELLAS "Liability of internet service providers for copyright infringements"

15:50 – 16:10 Dami Kalavrouzioti, Legal Consultant VODAFONE "Blocking access to infringing online content: the principle of proportionality and the role of intermediaries"

16:10 – 16:25 Vaggelis Patsiantos, Legal Consultant FORTHNET "Piracy: Enemy of Art and Culture - Presentation of legal issues that have arisen from time to time on the issue of piracy on Pay-TV and the position of the case law on them"

> Collective Management Organizations (3)

16:25 – 16:40 Antonis Baglanos, Attorney at Law - Hellenic Association of Music Publishers "Authorization process for online uses"

16:45 – 17:00 Archontoula Kapsi, Attorney at Law – Autodia "The proposal for a directive on intellectual property rights in the digital single market".

17:00 – 17:15 Demetrios Giarmentis, General Director GEA "Practical problems of online (radio and television) transmission of recorded music".

17:15 – 17:30 George Mpampetas, Legal Consultant - GRAMMO & GEA "TV program storage services in cloud computing. Intellectual Property Issues"

17:30 – 18:00 Questions – Conclusions – Presentation of the next four congresses.

End of Congress

Upcoming Congresses

- Ip Meets Med & Tech March 30, 2019
- What is fake alcohol and what is counterfeit alcohol July 20<sup>th</sup>, 2019
- You are unique. Be responsible with your beauty Nov. 24<sup>th</sup>, 2019
- You bought an original car. Keep it that way. Nov 30<sup>th</sup>, 2019

## CONTACT US

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THANK  
you!

