



# NEW CHALLENGES ON THE IP & IT HORIZON

First international students seminar  
IPUAM - DAN

31.03.2017



MÁSTER EN  
PROPIEDAD INTELECTUAL,  
INDUSTRIAL &  
NUEVAS TECNOLOGÍAS.

Universidad Autónoma de Madrid



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DE DERECHO  
UNIVERSIDAD AUTÓNOMA DE MADRID



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**10:00 - 10:15h: Presentation of the conference.**

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- **Mrs. Pilar Cámara Águila / Mr. Ignacio Garrote Fernández-Díez** (Directors of LL.M. in Intellectual Property Law and New Technologies, Universidad Autónoma of Madrid).
- **Mrs. Caroline Le Goffic / Mr. Luc Grymbaum** (Directors of LL.M. Droit des Activités Numériques, Université Descartes of Paris).

**10:15 – 10:30h: Opening conference.**

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- **Mr. Alejandro Sánchez del Campo** (Telefónica Legal Services).

**10:30 - 11:30h: Panel 1: “Robotics, Innovation and IP”**

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Chairwoman: Belén Yael Piñeiro Benedetti.

- “Robots and biomaterials: new patent challenges” – Elisabetta Ferraro.
- “Connect Object and regulation (drones, swatch) – Elodie Denfer.
- “Can robots (and other not human beings) have Copyrights? – Javier Murillo Chávez.
- “Digital era and robot – Apolline Levesque.

*Discussion*

**11:30 – 12:00h: Coffee Break**

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## **12:00 - 13:30h: Panel 2: “Data processing: from personal to collective data”**

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Chairwoman: Solène Penhouet.

- “Big Data in Healthcare” – Joanna Rozanska.
- “If you’re not paying for it, you’re the product”, how manage with the actors of digital – Yaron Edery.
- “The digital right to be forgotten and the paradox of the Streisand effect” – Juan Luis Martínez Sanz.
- “Big Data and competition law” – Cécile Chrichton.

*Discussion*

## **13:30 - 15:00h: Lunch Break**

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## **15:00 - 16:30h: Panel 3: “Where Law and Fashion come together”**

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Chair: Baptiste Beguerie.

- “IP protection of fashion” – Janine Martha Amalia Meiser.
- “Biotechnology in fashion” – Olga María Pallares Pérez-Luengo.
- “Trend and Law” – Denisse López Colman.
- “Counterfeit and 3D printer” – Zoé Rimasson.

*Discussion*

## **16:30 – 17:00h: Break**

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**17:00 - 18:15h: Panel 4: “The future of trademarks: what’s next?”**

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Chairwoman: Ligia Escalante Solana.

- “New possibilities of signs able to be registered as trademarks” – Jorge Vicente Martínez.
- “Requirements for the infraction of a trademark from the internet. Evolution of the CJEU case-law” – Javier Carrascal de la Pisa.
- “Mark package” – Baptiste Beguerie.
- “Mark and domain name” – Solène Penhouët.

*Discussion*

**18.15 – 18.30h: Closing.**

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*New Challenge on the IP&IT horizon*

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**UAM School of Law - Tomás y Valiente Lecture Hall**



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