

**THE THIRD INTERNATIONAL FORUM  
ON INTELLECTUAL PROPERTY  
“EXPOPRIORITY’2011”  
(7-9 December 2011, EXPOCENTRE, Moscow)**

**The Third Day of IP Forum – 9<sup>th</sup> December  
Brand Leaders’ Summit**

Pavilion 8, Conference Hall, Ground Level

*Simultaneous translation is provided*

FREE ADMISSION TO THE EVENT IS PROVIDED

*On-line registration at [www.expo-priority.com/en/](http://www.expo-priority.com/en/)*



**Conducted in conjunction with ICC-Russia and  
ICC-Ukraine**



**Bronze Sponsor of IP Forum and the Summit**

**Registration starts at 9:15**

**10:00                      Opening Ceremony (Welcome, Introductions and Opening Remarks:  
WIPO, ICC and ICC-Ukraine)**

**10:15                      The First Session: Challenges in IPR area in Internet. Trade Marks &  
Domain Names**

***Moderators – S.Bednov, Daphne Yong d’Herve, I.Baele, J. Corstens, N. Meshcheriakova,  
M. Khohlova***

***Participants:*** Delegates of the Third International Forum on Intellectual Property “Expopriority-2011”, owners of brands, patent attorneys, international experts, representatives in Internet community and advertising agencies, exhibitors of the International Exhibition of Innovations, participants of the Assembly of Youth Innovative Community, Mass media

***Opening Remarks – S. Bednov***

- New Opportunities in Using Trade Names and Brands as gTLDs Resulting from ICANN Recent Decision (starting from January’12) - *Daphne Yong d’Herve, IP Commission of ICC*
- Trademarks and Other Means of Identification over the Internet for Global Brands – *I.Baele, Vice-President, Philips Intellectual Property and Standards (the Netherlands)*

- Risk Management in Connection with the Use of Trademarks as Internet Domain Names (at the example of Deloitte Project) – *Jan Corstens, WIPO expert, Partner of Deloitte Bedrijfsrevisoren (Belgium)*
- Court Practice for Infringements of Trademark Holders' Exclusive Rights – *A.Sergo, Russian State IP Academy*
- Trade Marks and Domain Names – How to get Back the Domain from Cibber Squatter? – *A. Kudakov, President, Council of Eurasian Patent Attorneys, Managing Partner of the Patent Collegium” Kudakov & Partners” (Russia)*

### **Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)**

*11:30 – 12.00 Coffee Break (Pavilion 2, Hall 4, Ground Level)*

#### **12:00 The First Section: Reports to be Continued**

- IP strategy with respect to domain names – *Ph. Sheppard Director Policy, Governance and Public Affairs, SEDARI (Belgium)*
- Trade Marks in Internet: Advantages and Risks. Ukrainian Experience in Arbitration Procedures – *N. Meshcheriakova, the Chairwoman of Intellectual Property Committee ICC-Ukraine, Senior Coordinator of BASCAP Initiative Group in Ukraine, CEO DD&I IP Agency (Ukraine)*
- Mechanisms to Protect Copyright at Federal Internet-Portals in the Field of Education and Science in Russia – *A.Skuratov, Deputy General Director of “INFORMIKA” (Russia)*
- Trade Marks & Domain Names. Challenges in IPR Area in Internet, *E. Murphy, “AT&T”(USA)*
- Administrative and Legal Liability for Illegal Use of Trademarks – *L. Pankevich, Russian Academy of Justice, federal judge of the first class (Russia)*
- IP Protection in Internet – *P.A.Katkov, the President of the company “Mass-Media”*

### **Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)**

*13:15 – 14:00 Coffee Break (Pavilion 2, Hall 4, Ground Level)*

#### **14:00 The Second Session: International Conference on “Stopping Counterfeiting and Piracy: Problems, Priorities, Regulating Role of the Government”**

*Simultaneous translation is provided*

#### **Moderators:**

**A. Torshin** - the First Deputy of the Chairman of the Council of the Federation of the Federal Assembly of the Russian Federation

**O. Fomichev**, Deputy Minister of Economic Development of the Russian Federation

**V. Strashko** – Vice-President of the Chamber of Commerce and Industry of the Russian Federation

**V. Malkevich** – General Director of EXPOCENTRE

**M. Svantner** - Director of department for certain countries of Europe and Asia (WIPO)

**N. Meshcheriakova** – the Chairwoman of Intellectual Property Committee ICC Ukraine, Senior Coordinator of BASCAP Initiative Group in Ukraine (ICC-Ukraine)

**P.Collings** – Economist Oxford Economics

**M. Khohlova** - President of the International Academy of Brands (Russia)

**A. Gubka** – Vice-President, «Sun InBev»

**K. Kurochkin**, Head, Collegiums “Customs & Corporate Lawyers”

**Participants:** Delegates of the Third International Forum on Intellectual Property “Expopriority-2011”, owners of brands, patent attorneys, international experts, representatives in Internet community and advertising agencies, exhibitors of the International Exhibition of Innovations, participants of the Assembly of Youth Innovative Community, Mass media

**Opening remarks** – *V.Malkevich, A. Torshin*

**Welcome address** - the First Deputy of the Chairman of the Government of the Russian Federation - *A.Abramov*

**Theme 1. Global Counterfeiting and Distribution of Piracy Products. Impact on World Economy**

- Counterfeiting and Piracy - the Undermining of Respect for Intellectual Property Rights – *Jan Corstens, WIPO expert, Partner of Deloitte Bedrijfsrevisoren (Belgium)*
- Russia’s Initiatives in Coordinating International Organizations’ Activities Aimed at Stopping Counterfeit and IPR Protection – *A. Aslakhanov, member of the Council of the Federation of the Federal Assembly of the Russian Federation*
- *Presentation of the Committee-member of ICC-BASCAP - Ch. Oldknow, IP Enforcement Policy Counsel, Microsoft Legal & Corporate Affairs, EMEA (UK)*
- Counterfeit Pharmaceuticals – a Threat for Health and Life of Human Beings – *A.Pakhomov, Global Security Manager for Russia and other CIS countries, «Pfizer H.C.P. Corporation» (USA)*
- Safety Issues within Machinery Branch of Industry – *R.Shuvarov, Legal Department, company “KAMAZ” (Russia)*
- State Quality Control System and its Role in Stopping Dissemination of Counterfeit Products – *V. Kosenko, Head of Department of the Russian Health Supervisory Service (Russia)*

**Theme 2: The International Experience in Stopping Counterfeiting. Current Mechanism of Protection of Legal Owners’ IPR**

- Detection of Counterfeit Goods. The Problem of Shortfalls in Tax Revenues - *representatives of the Ministry of the Interior Affairs, Federal Antimonopoly Service and Federal Customs Service of the Russian Federation*
- How to prevent the illicit trade in tobacco products – *P.Collings, Economist Oxford Economics*
- *Presentation of A.Gubka, Vice-President of the company «Sun InBev» (for countries of Central and Eastern Europe)*
- Social Responsibility of Business in Order to Stop Counterfeiting. Prospects for BASCAP Project in Ukraine – *N. Meshcheriakova, the Chairwoman of Intellectual Property Committee ICC-Ukraine, Senior Coordinator of BASCAP Initiative Group in Ukraine, CEO DD&I IP Agency (Ukraine)*

- Practical Aspects of Struggling against Counterfeiting – *K. Kurochkin, Head, Collegiums “Customs & Corporate Lawyers” (Russia)*
- Court Prosecutions Associated with IPR Protection – *M. Karelina, Russian Academy of Justice, honored lawyer of Russia*
- Search of Legal Entity’s Individuality as Means of Protection against Cloning – *A.Gornov, General Director of company ‘Getbrand’ (Russia)*
- *Q&As. Exchange of Opinions*

**In the course of the Event it is planned to adopt Recommendations and a Letter addressed to the Russian Government according to the topics of the Conference.**

**Meeting with press/media (Press Wall, Pavilion 8, Buffet Hall, Ground Level)**

**Organizers:**

*ICC – World Business Organization*

*ICC-Russia*

*ICC-Ukraine*

*World Intellectual Property Organization (WIPO)*

*Ministry of Education and Science of the Russian Federation*

*Chamber of Commerce and Industry of the Russian Federation*

*EXPOCENTRE*

*International Academy of Brands*

*“Customs Corporate Lawyers” (Collegium of Advocates)*

**17:00 SUMMERIZING CONTEST OF INNOVATIONS. AWARDING WIPO GOLD MEDAL UNDER THE NOMINATION “TO THE BEST INVENTOR”, MEDALS, DIPLOMAS AND PRIZES TO CONTEST’S WINNERS** (*S. Bednov, M.Svantner, I.Sokolov*)



**Bronze Sponsor of IP Forum and the Summit**



**The First Patent Company (Moscow, Russia) – Business partner in the IP activities. Credit cards for IP Services are handed over to the Contest’s Winners**

**17:15** *Cocktail Party (Pavilion 8, Buffet Hall, Ground Level)*

*Representatives of the companies providing sponsorship to IP Forum or any part thereof might take part as ‘Honored Guests’ and ‘Partners’ in the Official Ceremony of Opening IP Forum ‘Expo priority-2011’ and Dinner on the 7<sup>th</sup> of December (at 11 a.m. and 6 p.m. respectively)*