

**THE THIRD INTERNATIONAL FORUM
ON INTELLECTUAL PROPERTY
EXPOPRIORITY 2011**

7-9 December 2011, EXPOCENTRE, Moscow

The First Day of IP Forum – 7th of December

Official Opening Ceremony

Pavilion 8, Conference Hall, Ground Level

Simultaneous translation is provided

09:15 Registration starts

11:00 –11:40 Opening Ceremony of IP Forum and Plenary Session of IP Congress. **Dr.Vladislav Malkevich**, General Director, EXPOCENTRE, to open the IP Forum. Participate: VIP guests of the Forum, delegates of the Third International Congress on Intellectual Property, the Brand-Leaders Summit, the exhibitors of the International Exhibition of Innovations, the Assembly of Youth Innovative Community and other official persons.

Welcome addresses: The Council of the Federation of the Federal Assembly of the Russian Federation - **A. Torshin**, the First Deputy Chairman; Chamber of Commerce and Industry of the Russian Federation - **S. Katyrin**, President; World Intellectual Property Organization (WIPO) - **M.Svantner**, Director of Department for Certain countries of Europe and Asia; International Chamber of Commerce (ICC) - **D.Koris**, Chair of ICC's International Commission on Intellectual Property and General Counsel, Head of Intellectual Property of 'Shell International B.V.' (the Netherlands); Ministry of Education and Science of the Russian Federation – **A.Fursenko**, Minister; **S. Alekseev**, Vice-President UFI, President of the Russian Union of Exhibitions and Fairs; The International Federation of Inventors' Associations (IFIA), **Dr. A.Vedres**, President.

11:40 IP Forum is opened (Dr. V.Malkevich, General Director, EXPOCENTRE)

PROGRAM OF IP CONGRESS

FREE ADMISSION TO IP CONGRESS FOR ALL CATEGORIES OF PARTICIPANTS IS PROVIDED

On-line registration at www.expo-priority.com/en/

Plenary Session

Pavilion 8, Conference Hall, Ground Level

Simultaneous translation is provided

11:45 - 12:45 "Intellectual Property Challenges of Our Times"

Presidium – A.Torshin, A.Fursenko, S.Katyrin, V.Malkevich, D.Koris, M.Svantner, A.Vedres, S.Alekseev, O. Strelkov, I.Baele, J.Barabas, I.Bliznets.

- Chamber of Commerce and Industry of the Russian Federation and Regional Chambers - the Most Important Elements of Conducting Infrastructure in the Country's Innovative Development – *S. Katyrin, President of the Chamber of Commerce and Industry of the Russian Federation*
- Model Intellectual Property Policy for Universities and Research Institutions in Countries in Transition – *M.Svantner, Director of department for certain countries of Europe and Asia (WIPO)*
- The Role of Intellectual Property in Technology Development and Diffusion – *D. Koris, Chair of ICC's International Commission on Intellectual Property and General Counsel, Head of Intellectual Property of 'Shell International B.V.' (the Netherlands)*

- Intellectual property protection, experience of transnational company– *I.Baele, Vice-President, Philips Intellectual Property and Standards (Netherlands)*

12:40 **Awarding special grants for young inventors, established by the Chamber of Commerce and Industry of the Russian Federation, by the Bank "Peresvet" and EXPOCENTR** (awards are handed over by **S. Katyrin**, President of the Chamber of Commerce and Industry of the Russian Federation)

Press briefing (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

Plenary session of IP Congress (*continuation*)

Pavilion 8, Conference Hall, Ground Level

Simultaneous translation is provided

12:50 **Theme 1. Instruments of Innovative Development**

Moderators – S.Bednov, O.Fomichev, A.Zakharov, I.Sokolov, I.Bliznets

- On the Strategy of Innovative Development of "Innovation-Russia 2020" - *O.Fomichev, Deputy Minister of Economic Development of the Russian Federation*
- The Development of the Youth Sector of Innovations: Governmental Support for High-Tech Innovative Youth Projects – *Academician I.Sokolov, Director of the Institute of Informatics' Problems of the Russian Academy of Science (Russia)*
- Presentation of ICC new publication on Intellectual Property in Russian - Guidelines for Business. BASCAP – *P.Savitsky, «Mannheimer Swartling» (Sweden)*
- Problems on IP protection as a factor of innovative development. Ways of problems' settlement – *PhD, professor, V.Lopatin, Director of National Scientific Research Institute of Intellectual Property (NSRIIP)*

13:45 – 14:45 *Coffee Break (Pavilion 2, Hall 4, Ground Level)*

14:45 **Theme 2. Developing Connecting Infrastructure between the Inventors' Contingent and Investors**

International Social Union 'Financers Guild' – Strategic Partner



National investment Association – Principal Partner

Moderators - S.Bednov, Yu.Badyr, V.Kornilov, I.Sheshero

- Private-Government Partnership in the Area of Venture and Seed Investments – *P.Zlatin, Vice-President of National Union of Business-Angels - RUSSIBA (Russia)*
- Investments into Innovations – *Phd., I.Sheshero, President of the National Investment Association (Russia)*
- Problems and Prospects of Commercialization of the Results of Intellectual Activities – *Yu. Badyr, WIPO expert, Head of the Department of Economics and Evaluation, State Agency for IP (Republic of Moldova)*
- Financing Research & Development and their Commercialization – *S.Gutnikov, CEO, «Oxford Progress Ltd.» (UK)*
- Support of Innovative Projects by Business Community – *D.Gorbunov, Head of the Committee for Innovations and Venture Investments of the Moscow Association of Entrepreneurs (Russia)*
- Attracting Investments into New Projects of Small Businesses Established by Research and Educational Institutions – *A.Vlasov, Chairman of National Guild of Innovative Managers (Russia)*

- Increase of a Company's Capitalization at the Expense of Intangible Assets. Role of State Orders (Practical Experience of Military-Industrial Complex Enterprise) – *V. Antipin, Head of Branch Centre of Scientific & Research Institute named after Krylov (Russia)*

Press briefing (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

15:45 Theme 3. High-Tech Products, Progress in Science & Technology, Ecological Protection and Intellectual Property Protection Issues



Fund for Development of the Center for Elaboration and Commercialization of New Technologies SKOLKOVO – Official Partner of IP Forum

Moderators – S.Bednov, T.Monaghan, A.Naumov, S.Emelyanov, V.Razuvaev

- Creation of Small Innovative Companies under State Funded Research and Educational Institutions to Implement Results of Intellectual Activities in Practical Domain – *A.Naumov, Department Director of the Ministry for Education and Sciences of the Russian Federation*
- Russia's Entry into the World Trade Organization: Expansion Business Borders and Mutual Observance by Business Partners of IPR – *T.Monaghan, General Secretary of the Russian National Committee of the International Chamber of Commerce (ICC-Russia)*
- Problems of IPR Infringement and Piracy in Industrial Area (Taking as an Example Activity in the Field of "Hewlett Packard") – *M.Drew, European Branch of "Hewlett Packard"(USA)*
- IP Centre at 'Skolkovo Innovation Centre' - Fund for Development of the Center for Elaboration and Commercialization of New Technologies (Presentation of Core Activity) – *V. Kastalsky, General Director of IP Centre, Skolkovo (Russia)*
- Intellectual Property, Experience of Generation, Protection and Commercialization – *S.Emelyanov, Principal, Russian South-Western State University (Russia, the city of Kursk)*
- Computer Software as Intellectual Property: Risks and Methods of their Minimization. Updated approach – *V. Razuvaev, Director of Soft wear Law, Head of the License Management Company «Softline» (Russia)*
- Implementation of Modern Environmentally-Friendly Clean Technologies for the Protection of Inhabitancy. Recycling and State/Private Business Partnership in the Area of Processing of a Waste. IPR issues. – *PhD G.Chetvertakov, Director of R&D Centre for Managing Problems of Resources Sparing and Waste Management (Russia)*

Press briefing (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

18:00 Dinner for IP Forum Participants. Heads of foreign delegations take the floor for welcome addresses and passing over the national prizes.
(Pavilion 7, Hall 6, Main Level)

The Second Day of IP Forum – 8th December

10:00 IP Congress. Plenary Session (continuation)

Pavilion 8, Conference Hall, Ground Level

Simultaneous translation is provided

10:00 Theme 4. Temporary Protection of Industrial Property Objects at Exhibitions: Creating a Model for Accelerated Implementation of Inventions

Moderators: S. Bednov, I. Korotin, J. Barabas, I. Muhamedshin

- Improving Tools to Provide Legal IPR Protection at Trade Shows - *J. Barabas, Vice-President of UFI, Executive Vice-Chairman "HUNGEXPO" (Hungary)*
- On Practical Implementation of Temporary IPR Protection at Exhibitions Abroad (in Comparisons with the Russian Legislation) - *I.Muhamedshin, PhD, Professor, Russian State Academy for Intellectual Property (Russia)*
- On Financial Support of Moscow Small and Medium Businesses, Participating in an Exhibition – *D.Kniazev, President of Moscow Centre for the Development of Entrepreneurship (Moscow, Russia)*
- Exhibition Business in Russia: Cloning Exhibition Projects in the Context of Intellectual Property Law and World Practice – *A.Zalesov, President, Russian National Group, AIPPI, Deputy General Director, "Sojuzpatent" (Russia)*
- On Practical Implementation of Innovative Technologies in Tourist and Exhibition Business (MICE) - *S.Davletshin, Director "Radioguide"*

Press briefing (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

11:30 – 11: 50 Coffee Break (Pavilion 2, Hall 4, Ground Level)

11:50 Theme 5. Protection of Objects of Industrial Property in the Context of International Transfers of Goods and Technologies. Dispute Settlement in IPR Area

Pavilion 8, Conference Hall, Ground Level

Moderators – S.Bednov, G.Zukova, G.Kusnetzova, A.Kudakov, R.Chlup

- Special Legal Regulation of Agreements for R&D Activities under State Contracts Carried out in Conjunction with Foreign Partners – *G.Kusnetzova, Head of Section, Ministry of Education and Science of the Russian Federation*
- Eurasian Patent – a Step Towards Unification of Patent Systems – *A.Kudakov, President, Council of Eurasian Patent Attorneys, Managing Partner of the Patent Collegium" Kudakov & Partners" (Russia)*
- National Trade Marks (Brands) of Innovative Generation. Their role in Promoting Goods, Services and Technologies into Foreign Markets – *S.Yurova, President of the "KOMANDOR brains&brands" (Russia)*
- IP Arbitration: experience of ICC Court of International Arbitration – *G. Zukova, Associate Professor at the Riga Graduate School of Law, Head of Eastern Europe, Russia and CIS countries case management team of the Secretariat of the International Court of Arbitration of the ICC (Latvia)*
- The Intellectual Property dispute resolution - *R. Chlup, "Mannheimer Swartling" (Sweden)*
- Issues of Unfair Competition due to Infringements in the Area of IPR. Aspects of the Russian and International Legislation – *A.Egorushkin, "Dechert Russia LLC" (Russia)*

Press briefing (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

12:50 Theme 6. Some Issues of Appraisal of Results of Intellectual Activities

Moderators/Speakers – N.Karpova, V.Motyleva, B.Leontiev

Panel Discussions on the Subjects (free discussion is appreciated):

- Patent or exposed innovations. What suits best the small and medium businesses?
- Market or Balance Sheet Value of Trade Marks (Brands)? Their Role in Increasing Company's Capitalization. Methodology for Evaluating Image Capital
- Q&As.Exchange of Opinions

13:55 Closing Plenary Session of IP Congress (S. Bednov, N. Karpova)

Press briefing (Press Wall, Pavilion 8, Buffet Hall, Ground Level)

14:00 – 14:45 Coffee Break (Pavilion 2, Hall 4, Ground Level)

15:00 IP Congress (continuation). Work by Sections

15:00 **Section 1. Patent Strategy and License Trade**

Pavilion 8, Workshop room No. 1, 3rd floor

Moderators – N.Karpova, V.Mukhopad, V. Meshcheriakov, A.Nikolsky, Yu. Makarov

Opening Remarks: Professor **N.Karpova**, PhD, President, Russian Licensing Society, Chairwoman, Department of Foreign Economic Activities, Academy of People's Economy under the Auspices of the President of Russia

- Licensing Trade Outside and Inside Russia. Russia's Share in the World License Exchange. The Role of Know-How in the Research/Technological Development – V.Mukhopad, PhD, Economics, Professor, Chair, Russian State Academy for Intellectual Property (Russia)
- International Transfers of Dual-Use Goods and Technologies: Risks, Exporter Liability, Law Application Practice – A.Nikolsky, the representative of the Federal Service for Technical and Export Control of Russia
- Innovation Business and Modern Approach to Protecting IPR. Patent Attorney's System and its Development – V. Meshcheriakov, Counselor, "Gorodissky & Partners" (Russia)
- Keen Issues of Disputes Connected with Parallel Import – V. Dmitriev, Advocate Chamber "Arbitration Consulting" (St.-Petersburg, Russia)

Press briefing (Press Wall, Gallery of Pavilion 8, Press Center)

18:00 Cocktail Party (Pavilion 8, Buffet Hall, Ground Level)

15:00 **Section 2. Impact of Design on Human's Life. Legal Protection and Defense of a Design Patent-Low or Copy Right Legislation?**

Pavilion 2, Workshop Room No.3, Ground Level

Moderators/Speakers: M. Höpferger, I.Baele, G.Martynuk, A.Efimov, N.Maksimov, X.Ionova

- General Review of Forms and Methods of International Legal Protection of Industrial Designs – M. Höpferger, Director, Trademark and Industrial Design Law Division (WIPO)
- Protection of Industrial Designs as a Factor of Competitive Activity in the Finished Products' Market – I.Baele, Vice-President, Philips Intellectual Property and Standards (the Netherlands)
- Design of Inhabitation: from an Idea up to its Implementation - Doctor of Architecture A.Efimov, academician of the RAEN and Russian Academy of Architectural Inheritance, the recipient of two State Awards, Head of the Chair at Moscow Architecture Institute (Russia)
- Industrial Design. Innovative Approach - DhP N.Maksimov, the First Deputy-Rector, of Moscow State Technical University named after A.N.Kosygin, the Chairman of the Steering Council of the Educational and Methodological Union of Russian Universities, the Honored Contributor to the Russian Education System (Russia)
- Methodological Support of Industrial Designs' Protection – G. Martynuk, Head of Section Ministry of Education and Science of the Russian Federation
- Application of Law in Settling Intellectual Property Disputes in the Area of Design. – M.Höpferger, Director, Trademark and Industrial Design Law Division (WIPO)

Press briefing (Press Wall, Gallery of Pavilion 8, Press Center)

18:00 Cocktail Party (Pavilion 8, Buffet Hall, Ground Level)

15:00 **Section 3. Evaluation and Commercialization of Intellectual Activities**

Pavilion 2, Workshop Room No.4, Ground Level

Moderators – B. Leontiev, L.Fatjkina, Yu.Badyr, S.Davydov

- Issues of Evaluation of a Single Integrated Technology Unit – *B. Leontiev, WIPO Expert, Federal Institute of Certification and Evaluation of Intellectual Property and Business, Ltd (ZAO SOIS), Chairman, Commission for IP Economics of the CCI RF Committee (Russia)*
- Experience in the Commercialization of Innovations in Moldova and other CIS Countries - *Yu. Badyr, WIPO expert, Head of the Department of Economics and Evaluation, State Agency for Experience of Providing IP (Republic of Moldova)*
- Evaluation of IP Results in the Course of Establishing Small Businesses by Scientific and Educational Institutions (2010 – 2011) – *A. Vlasov, Chairman of National Guild of Innovative Managers (Russia)*
- Taking Stock of Intangible Assets: Past Years' Experience – *Professor L. Fatjkina, PhD, Department of Commercialization of Intellectual Property, Russian State IP Academy (Russia)*
- Specifics of Valuation of High-Tech Companies - *Professor N. Karpova, PhD, President, Russian Licensing Society, Chairwoman, Department of Foreign Economic Activities, Academy of People's Economy under the Auspices of the President of Russia*
- Express Commercial Valuation of Results of Intellectual Activities in the Context of Displaying of Items at an International Exhibition – *A.Zhukov, National Guild of Innovative Managers (Russia)*

Press briefing (Press Wall, Gallery of Pavilion 8, Press Center)

18:00 **Cocktail Party (Pavilion 8, Buffet Hall, Ground Level)**

SPOTLIGHT ON CREATIVE YOUTH AT 'EXPOCENTRE'

FREE ADMISSION TO THE EVENT FOR ALL CATEGORIES OF PARTICIPANTS IS PROVIDED

–On-line registration www.expo-priority.com/en/

Program for Creative Youth' Day

10:30 – 11:30 **Interactive Lecture «The Basic Tendencies in Fashion Industry. Counterfeit Production and IPR Issues in the Fashion Industry»**

Pavilion 2, Workshop Hall No. 3, Ground Level

Moderator – A.Gasparjan, Commercial Director of 'Fashion Consulting Group'

The target audience: Russian students, including students of the Russian State IP Academy, Moscow State Industrial Design Academy named after S.G.Stroganov, Moscow State Textile University named after A.N.Kosygin, etc. The representatives and members of the Creative Unions a Guilds of Russia, Handicrafts Association of Russia and of the Partnership of the Small Native Peoples of the North, Siberia and Far East are also invited.

11:30 – 11:50 **Coffee Break (Pavilion 2, Hall 4, Ground Level)**

12:00 – 14:00 **Seminar “Industrial Designs Modes of Protection. Impact of Designs on Image of a Product and Company”**

Moderators/Speakers: M. Höpperger, O.Bykova, V.Semenikhin, E.Bajakhchan, N.Maksimov, A.Efimov, N.Metlenkov, D.Abduraimova

The target audience: Russian students, including students of the Russian State IP Academy, Moscow State Textile University named after A.N.Kosygin, Moscow State Industrial Design Academy named after S.G.Stroganov, Moscow State Technical University named after N.E.Bauman (MSTU) etc. The representatives and members of the Creative Unions a Guilds of Russia, Handicrafts Association of Russia and of the Partnership of the Small Native Peoples of the North, Siberia and Far East are also invited.

13:40 **Announcement of the Results of a Special Contest on Students’ Graphics and Design Creative Works**

Announcement of the Results of a Special Contest for Graphic Trade Mark of IP Forum “Expopriority”

Organizers:

World Intellectual Property Organization (WIPO)

Ministry of Education and Science of the Russian Federation

Russian State IP Academy

EXPOCENTRE, Moscow (Russia)

Foundation for Supporting and Developing Education, Creativity and Culture (Russia)

Coordination Council for Methodological Aspects of High School of Russia

Academy of Professional Education

Moscow Architectural Institute

Moscow State Industrial Design Academy named after S.G.Stroganov

South-West State University, the city of Kursk (Russia)

The target audience: Students Interns of Russian Universities, Pupils of Secondary Schools

14:00 – 14:45 **Coffee Break (Pavilion 2, Hall 4, Ground Level)**

15:00 – Assembly of the Innovative Youth Community

Pavilion 8, Conference Hall, Ground Level

Simultaneous translation is provided

14:45 **Official Opening of the Assembly. Welcome Addresses: WIPO and the Chamber of Commerce and Industry of the Russian Federation**

14:50 **Panel discussions**

Moderators – S.Bednov, E.Bajakhchan, G.Shepelev, N.Maksimov, A.Shvindt

- *Effective Instrument for Supporting Innovative Youth Projects – G.V.Shepelev, Director of Department, Ministry of Education and Science of the Russian Federation (7 min.)*
- *The Role of Public Unions of Youth and Students in Matters of National Innovative Development in Russia. Regional Experience of Youth Involvement in the International Exhibition – A. Shvindt, Leader of All-Russian Students Union (Russia) (7 min.)*
- *Positive Experience of the Annual All-Russian Forum of Scientific Youth: «The Step to the Future» - DhP N.Maksimov, the First Deputy-Rector, of Moscow State Technical University named after A.N.Kosygin, the Chairman of the Steering Council of the Educational and Methodological Union of Russian Universities, the Honored Contributor to the Russian Education System (Russia) (7 min.)*
- *Practical Experience in Managing Youth Innovative Movement in the City of Tver and Tverskoy Region – S. Zhukov, Chairman of Tver Social Regional Movement (7 min.)*

- Commercialization of IP Results – *D. Abduraimova, The First Patent Company (Moscow, Russia) (7 min.)*
- Monitoring of Developing Human resources for National Economy's Branches – *PhD, professor, A.Oleynik, Chairman of the Department Moscow Institute for Radio&Electronic Devices.*
- Patent Legal Support of Innovation Youth Activity – *E.Bednova, patent attorney, "Sojuzpatent" (Russia) (7 min.)*
- Managing High-Tech Business's Value in IP Area - *V.Leontieva, SOIS (Russia) (7 min.)*

16:00 **Master Class to Support Research, Creative and Professionally-Oriented Activity of the Youth**

Pavilion 8, Conference Hall, Ground Level

Simultaneous translation is provided

Moderators – S.Bednov, D.Koris, M. Hopperger, A.Zhuravlev, A.Zalesov, E.Bajakhchan

Master-class Opening Remarks (**D.Koris** – Chair of ICC's International Commission on Intellectual Property and General Counsel, Head of Intellectual Property of 'Shell International B.V.' (the Netherlands) - 3 min.)

Introduction:

- The Necessity of Establishing an Effective National System for Training Young Shots in Russia - *E.Bayakhchan, Head of the Foundation for Support and Development of Education, Creativity and Culture (3 min.)*
- Why do Young Inventors Need to Know the Basics of Patent Law? - *Presentation by A.Zalesov, President, Russian National Group, AIPPI, Deputy General Director, "Sojuzpatent", Russia (10 min.)*
- The Current System of Industrial Property Protection in Russia - *A.Zhuravlev, Depute Director of the Federal Institute of Industrial Property (5 min.)*

Discussion based on appearance. Q&As.

- The Consequences of Wrong (Nonprofessional) Actions - Consideration of Individual Cases (Case Studies):
 - in the field of industrial design (10 min.) – *M.Höpperger, Director, Trademark and Industrial Design Law Division, WIPO - 10 min.*
 - in the field of trademarks/service marks – *M.Höpperger, Director, Trademark and Industrial Design Law Division, WIPO - 10 min.*

17:15 – The Official Awards Ceremony - Awarding Young Inventors and Designers

Pavilion 8, Conference Hall, Ground Level

(M.Svantner, I.Sokolov, S.Bednov)

Simultaneous translation is provided

- WIPO Gold Medal – to the winner of the International Innovation Contest in the category "The Best Young Inventor" (on behalf of WIPO's handed by Academician I.A. Sokolov, Russia, and M. Svantner, Director of Department for certain countries of Europe and Asia, WIPO);
- IFIA award (on behalf of IFIA is handed by the Head of the delegation);
- Awards to the winners of the Contest for the best graphic design work (is handed by E.Bayahchyan and M. Hopperger, WIPO);
- EXPOCENTRE awards (on behalf of EXPOCENTRE (is handed by S.Bednov);
- Sponsors' awards - The First Patent Company (Moscow, Russia) – the Business partner in the IP activities for IP Forum

- Special incentive prizes from mass-media

Organizers of the Assembly:

World Intellectual Property Organization (WIPO)
ICC – World Business Organization
Ministry of Education and Science of the Russian Federation
Chamber of Commerce and Industry of the Russian Federation
Federal Institute for Industrial Property of the Russian Federation
Russian State IP Academy
Foundation for Support and Development of Education, Creativity and Culture
Coordination Council for Methodological Aspects of High School of Russia
Academy of Professional Education
Association "All-Russian Students' Union"
EXPOCENTRE
"Soyuzpatent"

18:00 Cocktail Party (Pavilion 8, Buffet Hall, Ground Level)

The Third Day of IP Forum – 9th December

10:00 International Round Table "IPR protection in Regional Customs Unions"

Pavilion 2, Workshop Room No. 3, Ground Level

Moderators – M. Höpperger, S. Shurygin, K. Kurochkin, A. Alexeev

- Issues of Patent Industrial Designs in Regional Customs Unions – *M. Höpperger, Director, Trademark and Industrial Design Law Division (WIPO)*
- Issues of Protection and Defense of IPR in the Integrated Technological Domain of the Customs Union (Russia, Kazakhstan, Belarus) – *A. Mamitbekov, representative of Customs Union Committee*
- Role of Customs Authorities in Monitoring IPR Infringements in Customs Unions - *S. Shurygin, Head of Department, Federal Customs Service*
- Government's Impact on Shaping Innovative Potential – *A. Sarajev, Serpukhov's Region Chamber of Commerce and Industry (Serpukhov, Russia)*
- Trademarks of Soviet Era - the Legal Ways to Solve Problems of Sharing them – *K. Kurochkin, Head, Collegiums "Customs & Corporate Lawyers"*

Organizers:

World Intellectual Property Organization (WIPO)
Executive CIS Committee
Secretariat of the Commission of the Customs Union
Chamber of Commerce and Industry of the Russian Federation
EXPOCENTRE
"Customs Corporate Lawyers" (Collegium of Advocates)

Press briefing (Press Wall, Gallery of Pavilion 8, Press Center)

10:00 Round table «Organization and Functioning of Cluster Mechanisms with Innovation Zones within the Framework of the Strategy «Innovative Russia - 2020»

Pavilion 2, Workshop Room No. 4, Ground Level

Moderators - V.Atamanuk, S.Emelyanov, L.Dimitrov, A. Sakhatsky, X.Ionova

- Problems and Solutions for the Creation of the Technology Clusters "Science-Production-Education" - *S.Emelyanov, Rector, South-West State University (Kursk, Russia)*
- Intellectual Property Issues in R&D with an Involvement of Foreign Scientists – *L.Dimitrov, PhD, Associate Professor of Technical University (Sofia, Bulgaria)*
- State-private Partnership in the Creation, Transfer and Commercialization of Scientific Products - *V.Atamanuk, Deputy Head, International Integration Department, Ministry of Education and Science of the Russian Federation*
- Creating Modern Environment for the Development of Small Innovative Companies with International Involvement in Moscow - *A. Sakhatsky, Professor, Deputy General Director of "Moscow Business Incubator" Techno Park, Nagatino – Island , Russia*
- Technology Platform - a Mechanism of Interaction between Scientific, Production and Educational Sectors on the Way of Economy's Global Modernization – *D.Mosgreen, Section Head, Department of Strategic Development, Ministry of the Education and Science of The Russian Federation*
- Automatic System for Semantic Analysis of Data Basis Used for Commercialization of IPR – *V.Ivanov, General Director of VEBIS (Moscow Regional)*
- Specifics of Creative and Patenting Inventions in the Area of High Technologies and Nano Technologies – *D.Sokolov, company "NANOTEKHNOLOGIA MDT" (Zelenograd, Moscow Regional)*

Organizers:

**Ministry of Education and Science of the Russian Federation
Chamber of Commerce and Industry of the Russian Federation
EXPOCENTRE**

Press briefing (Press Wall, Gallery of Pavilion 8, Press Center)

10:00

Round Table “Traditional Knowledge, Traditional Culture’s Expression and other Appearances of Material and Spirit Culture of Small Native Peoples of the North of Russia, Siberia and the Far East as Elements of their Intellectual Property”

Pavilion 8, Workshop Room No. 1, 3rd floor

Organizers:

Noncommercial Partnership of Small Native Peoples of the North of Russia, Siberia and the Far East, Ministry of Regional Development of the Russian Federation and EXPOCENTRE

Press briefing (Press Wall, Gallery of Pavilion 8, Press Center)

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/



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, D.Koris, I.Baele, J. Corsten, 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 and D.Koris

- 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 Corsten, 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)*

Press briefing (Pavilion 8, Press Wall, 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**

- Trade Marks in Internet: Advantages and Risks. Ukrainian Experience in Arbitration Procedures – *N. Pototsky, Deputy CEO of “DD&I IP Agency” (Ukraine)*
- Mechanisms to Protect Copyright at Federal Internet-Portals in the Field of Education and Science in Russia – *D.S. Benevolensky, Head of Department, Department of Information and Communication Technology Development, the Ministry of Education and Science of the Russian Federation*
- IP strategy with respect to domain names – *Ph. Sheppard Director Policy, Governance and Public Affairs, SEDARI (Belgium)*
- 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)*

Press briefing (Pavilion 8, Press Wall, 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

D. Koris - Chair of ICC's International Commission on Intellectual Property and General Counsel, Head of Intellectual Property of 'Shell International B.V.' (the Netherlands)

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)

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 “Expriority-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 – A. Torshin, V. Strashko, V.Malkevich, M.Svantner

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 Corsten, WIPO expert, Partner of Deloitte Bedrijfsrevisoren (Belgium)*
- An ICC Initiative – BASCAP. How to stop Intellectual Piracy - *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 – *V.Dergachev, Director of Legal Department, company “KAMAZ” (Russia)*
- Counterfeit Problem Expendable Materials in the Russian and European Markets. Economic Losses and a Damage to Image of Corporation – *M. Drew, European Branch of "Hewlett-Packard" (USA)*
- 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)*
- *Representative of «Souzplodoimport» (Russia)*
- Protection of Olympic Symbol – *O.Danilyuk, Director of Department for Brand Protection, Organizational Committee 'Sochy-2014' (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*

- *Presentation of A.Gubka, Vice-President of the company «Sun InBev» (for countries of Central and Eastern Europe)*
- *Experience with Systems "Antiplagiat" as a Factor in Ensuring the Quality of Scientific and Technological Activities – V. Chernov, Head of Section, Ministry of Education and Science of the Russian Federation*
- *Representative of JTI (Japan)*
- *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.

Press briefing (Pavilion 8, Press Wall, 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)

(Pavilion 8, Conference Hall, Ground Level)

Simultaneous translation is provided



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 7th of December (at 11 a.m. and 6 p.m. respectively)

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Starting at 10:30 Presentations of Innovative Companies in Pavilion 7 (early applications are highly appreciated). For terms and conditions please call at tel.: +7(499)795-3764, 795-2758