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**PROGRAM**

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**WIPO/BRIP/GE/19/INF/1 PROV. 3**  
**ORIGINAL: ENGLISH**  
**DATE: FEBRUARY 26, 2019**

**Information Meeting for the Advertising Sector on International  
Cooperation to Prevent Digital Advertising on Suspected  
Copyright-Infringing Websites**

organized by  
the World Intellectual Property Organization (WIPO)

**WIPO Headquarters, Geneva, March 8, 2019**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Friday, March 8, 2019

- 9.00 – 9.30 Registration
- 9.30 – 9.40 Welcome and Introduction  
Mr. Francis Gurry, Director General, World Intellectual Property Organization
- 9.40 – 11.00 **Topic 1: Advertising and Piracy in the Online Environment**
- Moderator: Ms. Louise van Greunen, Director, Building Respect for IP Division, WIPO
- Speakers: Mr. Simon Baggs, Chief Executive Officer, Incopro, London, UK  
Mr. Geerart Bourlon, Senior Legal Counsel, Deputy Head Legal Department, Motion Picture Association, EMEA, Brussels, Belgium  
Mr. Bill Bush, Director of Policy, Premier League, London, UK  
Mr. Abraham Farraj, Manager, Creative Content Protection, NBCUniversal, New York, United States of America
- 11.00 – 11.15 Coffee Break
- 11.15 – 12.30 **Topic 2: Regulatory Responses and Voluntary Measures**
- Moderator: Mr. Thomas Dillon, Legal Counsellor, Building Respect for IP Division, WIPO
- Speakers: Ms. Ana Sofia Cruz, Inspector, Multidisciplinary Team for Copyright and Entertainment Venues, General Inspection of Cultural Activities (IGAC), Portugal  
Mr. Giorgio Greppi, Director, Digital Rights and Protection Office, Communications Guarantee Authority (AGCOM), Italy  
Ms. Elizabeth Jones, Copyright & IP Enforcement Directorate, Intellectual Property Office, United Kingdom  
Mr. Nicky Valbjørn Trebbien, Head of Copyright and Legal Unit, Ministry of Culture, Denmark
- 12.30 – 13.00 **Topic 3: The WIPO Database Project**
- Speakers: Mr. Thomas Dillon, Legal Counsellor, WIPO  
Mr. Jeremy Thille, Web Developer, WIPO
- 13.00 – 13.45 Lunch

13.45 – 14.15 **Topic 4: The European Union Memorandum of Understanding on Online Advertising and IPR**

Speaker: Ms. Natalia Zebrowska-Mamais, Legal and Policy Officer, DG for Internal Market, Industry, Entrepreneurship and Small and Medium-Sized Enterprises, European Commission, Brussels

14.15 – 15.45 **Topic 5: Industry Panel**

Moderator: Mr. Nick Stringer, Vice President of Global Engagement and Operations, Trustworthy Accountability Group, London, UK

Speakers: Mr. Stevan Randjelovic, Brand Safety Manager EMEA, Group M, London, UK  
Mr. Ethan Gauvin, Google, London, UK  
Mr. Adam Kinsley, Director of Policy, Sky, UK  
Mr. Luciano, Daffarra, Avvocato, and Ms. Valeria Festinese, IP Protection and Research, Federazione per la Tutela dei Contenuti Audiovisivi e Multimediali (FAPAV), Rome, Italy  
Mr. Peter Szyszko, Chief Executive Officer, WhiteBullet, London, United Kingdom

15.45 – 16.15 **Topic 6: Protecting the brand against cybersquatting: the UDRP**

Speaker: Mr. Erik Wilbers, Senior Director, WIPO Arbitration and Mediation Center

16.15 – 16.20 Final remarks and Closing

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