Intellectual Property and Sports

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Slovenian Intellectual Property Office (SIPO),

University of Ljubljana, Faculty of Law, and the Sports Law Association of Slovenia

Ljubljana, May 28 and 29, 2019

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
Tuesday, May 28, 2019

8.30 – 9.00 Registration and Coffee Break

9.00 – 9.15 OPENING SESSION

Welcome Addresses by:

– Dr. Vojko Toman, Director, Slovenian Intellectual Property Office (SIPO), Ljubljana;
– Professor Grega Strban, Dean, Faculty of Law, University of Ljubljana, Ljubljana
– Ms. Virag Halgand, Head, Section for Central European and Baltic States and Mediterranean Countries, Department for Transition and Developed Countries, WIPO.

9.15 – 12.30 SESSION I: THE VALUE OF INTELLECTUAL PROPERTY

9.15 – 9.40 Sport-related Industry – the Size and the Effect
Speaker: Dr. Jochen M. Schaefer, Legal Counsel, World Federation of the Sporting Goods Industry, Zorneding, Germany

9.40 – 10.05 IP and Sports from the WIPO perspective
Speaker: Ms. Virag Halgand

10.05 – 10.50 Intellectual Property and Sports Law – ECJ Judge’s View
Speaker: Mr. Marko Ilešič, PhD, Judge, Court of Justice of the European Union

10.50 – 11.15 Licensing, Sponsorship and Merchandising
Speaker: Ms. Celia Sueiras Villalobos, Counsel, Garrigues, Madrid

11.15 – 11.40 IP: The Proper Role of a European Sports Governing Body’
Speaker: Mr. Michael Short, Legal Counsel, UEFA, Nyon, Switzerland

11.40 – 12.05 Sale of Television Rights in Sport
Speaker: Mr. Tomaž Ambrožič, Managing Director, SportMediaFocus, Ljubljana

12.05 – 12.30 Discussion
Moderator: Ms. Virag Halgand

12.30 – 14.00 Lunch

14.00 – 15.45 SESSION II: THE ROLE OF IP FOR ATHLETES AND IMAGE RIGHTS

14.00 – 14.30 Registering the Name of Athletes as Trade Marks
Speaker: Ms. Celia Sueiras Villalobos
14.30 – 14.50  Image Rights and Sports – at the Age of Social Media  
Speaker: Dr. Vesna Bergant Rakočević, PhD, Judge, High Court of the Republic of Slovenia, Arbiter at the international Court of Arbitration in Sport (CAS), Ljubljana

14.50 – 15.10  The Proper Use of Athletes Image Rights in Slovenia  
Speaker: Mr. Blaž Tomažin Bolcar, Attorney at law and Athlete’s Representative, Ljubljana

15.10 – 15.30  Professional Football Players’ Image Rights  
Speaker: Mr. Luka Milanovič, High Court of the Republic of Slovenia, Legal Advisor to Arnecke Sibeth Dabelstein Law Firm

15.30 – 15.45  Discussion  
Moderator: Dr. Vesna Bergant Rakočević

15.45 – 16.15  Coffee Break

16.15 – 18.00  SESSION III: BUILDING RESPECT FOR IP IN SPORTS

16.15 – 16.35  Protecting the Olympic Properties  
Speaker: Mr. Samo Košir, Legal Department of the Olympic Committee of Slovenia - Association of Sport Federations, Ljubljana

16.35 – 16.55  IPR Enforcement  
Speakers: Ms. Celia Sueiras Villalobos

16.55 – 17.15  Fighting Ambush Marketing  
Speaker: Mr. Blaž Tomažin Bolcar

17.15 – 17.35  IPR Infringements in Sport Goods  
Speaker: Dr. Jochen M. Schaefer

17.35 – 17.55  The importance of IPR for Sporting Events’ Organisers  
Speaker: Mr. Mark Lichtenhein, Chairman, Sports Rights Owners Coalition

17.55 – 18.00  Discussion  
Moderator: Ms. Celia Sueiras Villalobos

18.00 – 19.30  Reception

Wednesday, May 29, 2019

9.00 – 11.00  SESSION IV: CHALLENGES AND OPPORTUNITIES FOR INTELLECTUAL PROPERTY AND SPORT

9.00 – 9.30  International Sports Disputes – The Role of Mediation and Arbitration  
Speaker: Mr. Andrzej Gadkowski, Fellow, IP Disputes Section, WIPO Arbitration and Mediation Center

9.30 – 10.00  Image Rights Management with Disruptive Technologies
Speaker: Mr. Peter Merc, PhD, Smart SporTech, Ltd

10.00 – 10.30 How to Fight Illegal Broadcast of Sporting Events
Speaker: Mr. Mathieu Moreuil, Director, International Football, Relations and EU Affairs, Premier League

10.30 – 11.00 Discussion
Moderator: Mr. Andrzej Gadkowski

11.00– 11.30 Coffee Break

11.30 – 13.00 DISCUSSION
Moderator: Ms. Virag Halgand;
Participants: Ms. Sonila Meka, Head, Coordination, Analyses and Reporting Sector, General Directorate of Industrial Property, Tirana

Mr. Michal Havlík, Partner, Všetečka Zelený Švorčík Kalenský & Partners Law and Patent Office, Prague

Mr. Michael Lantos, Partner Attorney, Danubia Patent and Law Office, Budapest

Ms. Irmina Valaitė, Specialist of Industrial Property Information Division, State Patent Bureau of the Republic of Lithuania, Vilnius

Ms. Arta Bilali-Zendeli, Associate Professor, Faculty of Law, University of Tetova, Tetova, Republic of North Macedonia

Ms. Lidija Martić, Head, Division for Trademarks, Industrial Design and Geographical Indication, Ministry of Economy of Montenegro, Podgorica


Ms. Marija Belčević, Advisor of the Distinctive Signs Sector, Intellectual Property Office, Belgrade

13.00 – 13.30 CLOSING SESSION
– Dr. Vojko Toman;
– Ms. Virag Halgand;
– Mr Boštjan Koritnik, Secretary General, University of Ljubljana Faculty of Law, President, Sports Law Association of Slovenia, Ljubljana

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