

PROTECTION OF GEOGRAPHICAL INDICATIONS (GIs) IN THE NEW INTERNET SCENARIO

Friday February 28th, 2014

Palazzo delle Stelline, European Parliament Conference Room,
Corso Magenta, 59 - Milan

- 9:15
• Welcome and registration

- 9:30
• Welcome speech - Representative of the European Parliament in Milan

FIRST SESSION

- 9:35
• Roundtable moderator: Pierfrancesco C. Fasano, Case Manager, MFSD - IP Disputes Mediation Center
• Position of the EP Intergroup of 'Tradition et Alimentation de qualité' on the protection of geographical indications in the framework of new generic top-level domains (new gTLD)
• Astrid Lulling and Giancarlo Scottà - Member of the European Parliament (MEP)

- 10:30
• A new web perspective for geographical indication of wines: the need for protection in the registration of new .wine and .vin domains
• Riccardo Ricci Curbastro - President of European Federation of Origin Wines (EFOW)

- 10:00
• Protecting European businesses' intellectual property: between the Commission's digital agenda and the development of the Internet
• Lars Erik Forsberg - Deputy Head of Unity 1 International - European Commission - DG Connect (video-conference)
- 11:00
• Geographical Indications (GIs) protection vs Internet freedom: Alternative Disputes Resolution (ADR) as method and Mediation as option.
• Pierfrancesco C. Fasano, Case Manager, MFSD - IP Disputes Mediation Center

- 11:15
• Coffee Break

SECOND SESSION

Roundtable moderator: Stefano Monguzzi, Case Manager, MFSD - .it Domains Disputes Resolution Centre

- 11:30
• The intergovernmental position at ICANN
• Rita Forsi - Director, Ministry of Economic Development, Italy - GAC (Governmental Advisory Committee to ICANN)
• The new generic domain: among multi-stakeholder approach, freedom of the Internet and protection of intellectual property.
- 12:00
• The gTLD revolution, architect of the New internet.
• Trademark clearinghouse: a mechanism for prevention and protection of geographical indications' intellectual property.
• Jerome Sicard - MarkMonitor
- 12:30
• New generic domains scenario and disputes resolution methods on the table
• Stefano Monguzzi, Case Manager, MFSD - .it Domains Disputes Resolution Centre
- 13:00 - Q&A
- 13:15 - Conclusions
- 13:30 - Light Lunch

Languages: English and Italian. Simultaneous interpreting.

Participation will be limited to **60 persons**.
Registration through www.mfspd.it

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