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

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 qualitè' 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

9:30

• Protecting European businesses' intellectual property: between the Commission's digital agenda and the development of the Internet

· Welcome speech - Representative of the

European Parliament in Milan

• 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

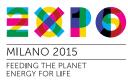
> 13.15 - Conclusions

> 13:30 - Light Lunch

Languages: English and Italian. Simultaneous interpreting.

Partecipation will be limited to **60 persons**. Registration through *www.mfsd.it*

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