



Association  
of European  
Businesses

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Delegation of the  
European Union,  
Kadashevskaya nab, 14/1,  
Moscow

## Annual Conference of the AEB Intellectual Property Committee

### Intellectual Property Rights: Recent trends, court practices, problems and solutions

#### PROGRAM

**Chair:** **Eugene Arieovich**, Chairman of the AEB Intellectual Property Committee, Principal, Baker&McKenzie

**08:30 – 09:15** **REGISTRATION AND WELCOME COFFEE**

**09:15 – 09:30** **Welcome address**  
**Sven-Olov Carlsson**, Deputy Head of the Delegation of the European Union in the Russian Federation

**09:30 – 10:00** **Intellectual property in the framework of the Eurasian integration**  
**Samat Bikitaev**, Deputy Head of the Entrepreneurship Department, Eurasian Economic Commission

**10:00 – 10:30** **Application of the Patent Prosecution Highway (PPH) procedure at Rospatent**  
**Olga Moskvitina**, Deputy Head of the Patent Examination Formalities Section of the Federal Institute of Industrial Property

**10:30 – 11:00** **Intellectual property – related changes to the 4<sup>th</sup> Antimonopoly Package**  
**Sergey Puzyrevsky**, Head of the Legal Department of the RF Federal Antimonopoly Service

**11:00 – 11:30** **Exhaustion regime of trademark rights in Europe**  
**Lauma Buka**, Policy Officer, Intellectual Property and Public Procurement, Directorate-General for Trade, European Commission

**With participation of:** **Elena Pashkova**, Judge of the Court for Intellectual Rights

**11.30 – 12.00** **COFFEE BREAK**

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- 12:00 – 12:20**    **Recent trends in court practice involving early termination of trademark legal protection**  
**Darya Ermolona**, IP Counsel, Baker & McKenzie
- 12:20 – 12:40**    **Putting into circulation - qualification of importers actions by customs authorities**  
**Natalya Guseva**, Brand protection specialist, Legal Department, Mercedes-Benz Russia SAO
- 12:40 – 13:00**    **Problems of application of the legislation on the commercial concession (franchise) agreement**  
**Irina Stepanova**, Head of IP (Moscow), Baker Botts
- 13:00 – 13:20**    **Problems of intellectual property rights protection in the pharmaceutical industry**  
**Irina Ivanishcheva**, Area Legal Director, AstraZeneca Russia and Eurasia
- 13:20 – 13:40**    **Collision of the means of individualization in the market (trade mark, company name, trade designation, mass media name)**  
**Roman Golovatsky**, Senior Associate, DLA Piper
- 13:40 – 14:00**    **QUESTIONS & ANSWERS, DISCUSSION**
- 14:00 – 14:30**    **INFORMAL GET-TOGETHER**

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**Working language:**  
**Contact person:**

Russian, translation is provided.  
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