

GRUR meets Brussels

Workshop

Enforcement of IP rights in the digital environment – Concerns, challenges and actions required for the protection of the Single Market

Wednesday, 7 March 2007
11:30 am ~ 15:30 pm



at the Representation of the State of
North Rhine-Westphalia to the European Union
8-12, Avenue Michel-Ange, B-1000 Brussels

Dr. Hans Peter Kunz-Hallstein
President

Dr. Michael Loschelder
Secretary General

The workshop is by invitation only.

For invitations or questions about the programme, please contact:

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Programme

11.30 **Arrival and finger food reception**

12.00 **Welcome**

Dr. Hans Peter Kunz-Hallstein

President of the German Association for the Protection of Intellectual Property

12.10 **Speeches**

12.10 Enforcement of IP rights in the EU - Portfolio and works in progress

Dr. Margot Froehlinger

Director of Directorate D – Knowledge-based economy, DG
Internal Market and Services, European Commission, Belgium

12.30 E-Commerce Directive vs. IP rights enforcement - Legal balance achieved?

A German consideration of the new EU enforcement instruments with a special view to the “eBay Decisions”, the German “Telemedia Act” of 18 January 2007 and data protection-related aspects

Prof. Dr. Joachim Bornkamm

Presiding Judge, First Civil Chamber, Federal Court of Justice (Bundesgerichtshof), Karlsruhe, Germany; Member of the GRUR General Council

12.50 Fighting piracy and counterfeiting in the light of the European principles of e-commerce – The eBay strategy and experience

Dr. Wolf Osthaus

Head of Government Relations Germany, eBay GmbH

13.15 **Panel Discussion**

One of the workshops at WIPO's 3rd Global Congress on Combating Counterfeiting and Piracy on January 30-31, 2007 in Geneva focused on promoting better legislation and enforcement in order to implement efficient laws and effective enforcement internationally. Where is Europe today in respect of IP rights enforcement in the digital environment? What is the road ahead?

Chair: Mr. Wolfgang Starein

Director, Enforcement and Special Projects Division, WIPO, Switzerland

Prof. Dr. Joachim Bornkamm

Presiding Judge, First Civil Chamber, Federal Court of Justice (Bundesgerichtshof), Karlsruhe, Germany; Member of the GRUR General Council

Dr. Margot Froehlinger

Director of Directorate D – Knowledge-based economy, DG
Internal Market and Services, European Commission, Belgium

Mr. Michael S. Keplinger

Deputy Director General, WIPO, Switzerland

Dr. Wolf Osthaus

Head of Government Relations Germany, eBay GmbH

14.15 **Lunch**