



## International Capacity-building Conference on the Commercialization and Enforcement of Intellectual Property

### PROGRAM

#### Overview\*

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*Wednesday, 6 October 2010*

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<b>8:30 – 9:30</b>	<b>Registration of participants; coffee</b>
<b>9:30 – 10:00</b>	<b>WELCOMING ADDRESSES</b>
<b>10:00 – 11:30</b>	<b>OPENING PLENARY SESSION. The Role of Intellectual Property in Knowledge-based Development and Economic Integration</b>
<b>11:30 – 13:00</b>	<b>PARALLEL SESSIONS</b>
	<b>Enforcement Segment                      Commercialization Segment</b>
<b>13:00 – 14:30</b>	<b>Lunch break</b>
<b>14:30 – 18:00</b>	<b>PARALLEL SESSIONS (continued)</b>
	<b>Enforcement Segment                      Commercialization Segment</b>

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<b>10:00 – 13:00</b>	<b>PARALLEL SESSIONS (continued)</b>
	<b>Enforcement Segment                      Commercialization Segment</b>
<b>13:00 – 14:30</b>	<b>Lunch break</b>
<b>14:30 – 17:00</b>	<b>PARALLEL SESSIONS (continued)</b>
	<b>Enforcement Segment                      Commercialization Segment</b>
<b>17:00 – 18:00</b>	<b>CLOSING PLENARY SESSION. Reports from the Parallel Sessions and General Discussion</b>

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*Friday, 8 October 2010*

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<b>9:00 – 12:00</b>	<b>Study tour: Technopark, Moscow State University Lomonossov</b>
<b>12:00 – 14:00</b>	<b>Study tour: Federal Customs Authority, Moscow</b>

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\* Detailed program overleaf

## Detailed Program

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Wednesday, 6 October 2010

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**8.30 – 9.30**            **Registration of participants**

**9.30 – 10.00**        **WELCOMING ADDRESSES**

Natalia Zolotykh, Vice-president, OPORA

Marina Lamm, United States Patent and Trademark Office

Ralph Heinrich, UNECE Secretariat

**10.00 – 11.30**        **OPENING PLENARY SESSION. *The Role of Intellectual Property in Knowledge-based Development and Economic Integration***

*Moderator:* Jean-Claude Badoux, Chairman, UNECE Team of Specialists on Intellectual Property

*Speakers:*

Richard Nicholls, Director of Business Development, Dolby Laboratories

Ralph Heinrich, Secretary, UNECE Team of Specialists on Intellectual Property

Michael Klecheski, Trade and Investment Chief, Economic Section, U.S. Embassy Moscow

Evgeniy Fiodorov, Head, State Duma Committee on Economic Policy and Entrepreneurship

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## Parallel Sessions

### Enforcement Segment

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*Wednesday, 6 October 2010*

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- 11.30 – 13.00** Introduction by UNECE
- Session 1**      *International Perspectives*  
*Moderator: Natalia Zolotykh, Transtechnology*  
*Speakers:*  
Xavier Vermandele, Enforcement Division, World Intellectual Property Organization (WIPO)  
Valentina Orlova, Vice Rector, Russian State Institute of Intellectual Property, Rospatent
- 14.30 – 16:45** **Session 2**      *Internet Piracy and Counterfeiting*  
*Moderator: Kenya Merritt, FBI*  
*Speakers:*  
Kenya Merritt, Federal Bureau of Investigation, United States  
Chris Ancliff, Recording Industry of America and General Counsel, Warner Music International  
Alexey Goloshanov, Dean, Russian Institute of Intellectual Property, Rospatent  
Kazimieras Sarzickas, SNB React Baltics  
Sonik Vardanyan, Head of Copyrights and Related Rights, Intellectual Property Office Armenia  
Ian Henderson, General Director, Sony Music Entertainment Russia
- 16:45 – 18:00** **Session 3**      *Border Enforcement and Product Identification*  
*Moderator: Alexander Onishuk, Association of Producers of Electro-technical Equipment, Russian Federation*  
*Speakers:*  
Kristen Wong, Compliance Specialist EMEA, Dolby Laboratories  
Kazimieras Sarzickas, SNB React Baltics  
Richard Rademan, CEMEA Brand Protection Director, Nike
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- 10:00 – 11:30**      **Session 3 (cont'd) *Border Enforcement and Product Identification***  
*Moderator: Tony Bonnici, UNECE*  
*Speakers:*  
Damon Dean, Corporate Lawyer, Kyocera  
Miroslav Marinkovic, Regional Brand Protection Leader CEE, Procter & Gamble  
Neil Narriman, Puma  
Elena Paladi, IPR Protection Sector, Customs Service, Moldova  
Oleg Ashurkov, Federal Customs Service, Russian Federation
- 11:30 – 13:00**      **Session 4      *Regional Integration Issues***  
*Moderator: Tony Bonnici, UNECE*  
*Speakers:*  
Sergei Shurygin, Federal Customs Service, Russian Federation  
Irina Sviatlitskaya, Chief Inspector, Enforcement Department, State Customs Committee, Belarus  
Cristina Ceban, Trade & WTO Division, Ministry of Economy, Moldova  
Anatoly Semenov, Counsellor to the Chairman, State Duma Committee on Economy, Russian Federation
- 14:30 – 16:30**      **Session 5      *Stopping Counterfeits and Pirated Goods on the Domestic Market***  
*Moderator: Olga Barranikova, CIPR Moscow Office*  
*Speakers:*  
Levon Davtyan, IPR Enforcement Department, Police Armenia  
Kenya Merritt, Federal Bureau of Investigation, United States of America  
Alexey Kozhevnikov, Federal Anti-Monopoly Service, Russian Federation  
Marina Karelina, Chief, Intellectual Property Department, Academy of Justice, Russian Federation
- 16:30 – 16:45**      **Session 5      *Wrap-up session, lessons learned, perspectives for follow-up***
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## Commercialization Segment

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Wednesday, 6 October 2010

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11:30 – 13:00

Introduction by UNECE

**Session 1**      ***International Intellectual Property Management:  
Challenges and Opportunities of Open Innovation Across  
Borders***

*Moderator: Richard Zheng, University of East London, United Kingdom (tbc)*

*Speakers:*

Richard Nicholls, Director of Business Development, Dolby Laboratories

Boris Leontiev, Director-General, Federal Institute of Certification and  
Evaluation of Intellectual Property, Russian Federation

14:30 – 18:00

**Session 2**      ***Managing Intellectual Property in Research Cooperation:  
Challenges and Opportunities for Public Research  
Organizations***

*Moderator: Vladimir Ivanov, Russian Academy of Sciences*

*Speakers:*

Richard Zheng, Director, Intellectual Property Development, University of  
East London

Pavlo Tsybulev, Vice-Rector, State Institute of Intellectual Property, Ukraine

Vladimir Chernov, Deputy Director, Ministry of Education and Science,  
Russian Federation

Boris Korobets, Bauman Moscow State Technical University, Head of  
Science of Law Chair, Russian Federation

Anatoli Bucatinski, Agency for Innovation & Technology Transfer,  
Academy of Sciences, Moldova

Vladimir Ivanov, Director, Russian Academy of Sciences

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**10:00 – 13:00**

**Session 3**      *The Role of IPRs in the Financing of Innovation*

*Moderator:* Lyudmila Musina, Advisor to the Minister of Economy, Ukraine

*Speakers:*

Liisa Ewart, Innovation Agency TEKES, Finland

Oleg Khymenko, State Agency for Investment and Innovation, Ukraine

Igor Agarmichyan, Russian Venture Company; Russian Federation

Sergey Tcyganov, Director, Russian Foundation for Basic Research

Natalia Zolotykh, Vice-president, OPORA Russia

**14:30 – 16:30**

**Session 4**      *Intellectual Property Management for Innovative Companies*

*Moderator:* Liisa Ewart, Innovation Agency TEKES, Finland

*Speakers:*

Marina Lamm, “Technology Transfer: Law and Policy in the United States”,  
United States Patent and Trademark Office

**16:30 – 16:45**

**Session 5**      *Wrap-up session, lessons learned, perspectives for follow-up*

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