



# ALAI

INTERNATIONAL CONGRESS  
ROME 15/16 SEPTEMBER 2016

***Applied Arts Under IP Law  
The Uncertain Border Between Beauty and Usefulness***

## **Preliminary Congress Program**

### **Thursday, September 15, 2016**

**08.00 - 09.00** Welcome and registration of participants

**09.00 - 09.45** Opening Session

*Welcome addresses*

**Victor Nabhan**, former President ALAI

**Frank Gotzen**, President ALAI

**Stefania Ercolani**, President ALAI Italia

**Michele Woods**, World Intellectual Property Organization (WIPO)

Representative of the Italian Government (TBC)

**09.45 - 10.15** International Framework of Copyright and Extra-Copyright Protection of Applied Art (Berne Convention, Paris Convention, TRIPS)  
*General Report* **Sam Ricketson**

**10.15 - 10.30** *Coffee-break*

**10.30 - 13.00** Copyright and Design: Regional and National Approaches (Laws and Case Laws)

the *Acquis Communautaire* - **Uma Suthersanen**

the French approach: *unité de l'art* - **Agnès Tricoire**

the Italian approach: the artistic value - **Paolo Spada**

the USA approach: the separability test - **Jane C. Ginsburg**

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Visit [www.alai2016.org](http://www.alai2016.org)

V. August 18, 2016



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the Latin American approach - **Delia Lipszyc**

limits of copyright and design: ideas, functionality, style and fashion - **Peter Adamsson, Juan Cordoba**

**Moderator Igor Gliha**

*Plenary discussion*

**13.00 - 14.30**      *Lunch break*

**14.30 - 17.00**      **Other Forms of Protection for Applied Arts ((Un)Registered Design Rights; Patents; Trade Marks; Unfair Competition)**

**Panel Fernando Carbajo, Simon Clark, Tony Greenman, Mina Kianfar, Marshall Leaffer, Rosaria Romano, Tatsuhiro Ueno**

**Moderator Gustavo Ghidini**

*Plenary discussion*

### Friday September 16, 2016

**09.00 - 11.15**      **Business Strategies and Industry Perspectives**

How (Un)Availability of Different Kinds of Protection Affects Marketing Decisions  
How (Un)Effective is the Protection in Case of Infringement

**Panel Loredana Gulino**, Director General UIBM (Italian Ministry for the Economic Development), **Marcella Panucci**, Director General Confindustria, **Michael Goldmann, Cahit Suluk**

**Moderator Jan Rosen**

*Plenary discussion*

**11.15 - 11.30**      *Coffee-break*

**11.30 -12.00**      **Applied Arts and Technology**

**General Report Pierre Sirinelli**

**12.00 - 12.45**      **Technological Options in the Field of 3D Reproduction**

3D modeling and printing (3D scan, photogrammetry, etc.); on-line making available of 3D models and file security (examples of 3D modeling software, like Sculpteo, etc.)

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**Panel Carla Van Steenberg** (Materialise), **Oswaldo Bucci** (NPS), **Gioacchino Acampora** (ADI)  
**Moderator** (TBC)

**12.45 - 14.00**      *Lunch break*

**14.00 - 15.30**      **Legal Analysis: Challenges and Solutions (part 1)**  
International Framework: Differences among national situations and involved rights (copyright, design and models, trade marks)  
Difficulties related to complexities in the value chain and the variety of entities involved (individuals, Fab Lab, platforms, manufacturers of digitization and printing devices and of printing materials)  
**Panel Maria Letizia Bixio, Stefan Martin, Michael Ritscher, Concha Saiz, Benoit Van Asbroeck**  
**Moderator Madeleine Lamothe-Samson**

**15.30 - 15.45**      *Coffee-break*

**15.45 - 17.15**      **Legal Analysis: Challenges and Solutions (part 2)**  
Tools available/necessary to cover 3D Technologies. Exclusive rights vs Remuneration rights (private copy levy; reprography; ad hoc mechanism; compatibility with the three step test). Other IP protection systems. Technological protection measures.  
Problems related to design patent and to Gebrauchsmuster.  
Applicability of a *sui generis* mechanism of collective management to Development & Innovation (patents)  
**Panel Alessandro Cogo, Gaetano Dimita, Anikò Grad-Gyenge, Thierry Maillard, Keita Sato**  
**Moderator Mihaly Ficsor**  
*Plenary discussion*

**17.15 - 17.45**      **Closing Session**

**17.45 - 18.45**      **ALAI General Assembly**

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