



/ Protecting Your IP Worldwide Efficiently

What Russian companies should know

Protecting a company's IP rights worldwide is becoming an issue for more and more businesses in Russia. Intellectual property infringements (particularly on the internet) often go beyond the Russian jurisdiction. Effective cessation of such infringements depends on how familiar the rights holder is with the legal remedies available in the legal systems concerned.

Understanding the peculiarities of IP regulation and enforcement procedures in major foreign jurisdictions allows companies to develop optimal enforcement strategies for the effective cessation of international IP infringements.

This conference will highlight the world's best practices in IP protection and explore practical solutions for Russian companies facing IP infringements in foreign jurisdictions such as the EU (including Germany, Spain, and the UK), Ukraine, Kazakhstan and China.

Date: **21 November 2017**

Venue: **InterContinental Hotel**, Tverskaya ul. 22, Moscow

AGENDA

9.00 – 9.30 **Registration and coffee**

9.30 – 9.40 **Conference welcome and opening remarks**
Noerr Moscow

Part 1 – Actions from Russia

9.40 – 10.00 **Combatting cross-border unfair competition in the internet**
*Official of the FAS of Russia**

10.00 – 10.20 **Combatting international internet infringements from Russia**
Dr Viktor Gerbutov, Associated Partner, Noerr Moscow

10.20 – 10.40 **Effective protection of Russian brands abroad**
Head of IP, Roust Group

10.40 – 11.00 **Coffee break**

Part 2 – World's best practices

- 11.00 – 11.20** **Harmonisation of IP protection in the EU**
Dr Christoph Rieken, LLM, Associated Partner, Noerr Munich (Germany)
- 11.20 – 11.40** **The UK IP Framework: Robust and Cost-Efficient**
Jeremy Hertzog, Partner, Mishcon de Reya LLP, London (UK)
- 11.40 – 12.00** **Top 8 best practices in China IP enforcement**
Ms Cao Hui, Attorney, AnJie Law Firm, Beijing (China)
- 12.00 – 12.20** **Efficient prosecution in Europe and worldwide**
Dr Tobias Dolde, Partner, Noerr Alicante (Spain)
- 12.20 – 12.40** **Coffee break**
- 12.40 – 13.00** **Combatting internet infringements in Europe**
Valentina Nieß, LLM, Senior Associate, Noerr Munich (Germany)
- 13.00 – 13.20** **Combatting internet infringements in Ukraine**
Kateryna Oliinyk, Counsel, Arzinger, Kyiv (Ukraine)
- 13.20 – 13.40** **Combatting internet infringements in Kazakhstan**
Amir Begdesenov, Partner, Sayat Zholshy & Partners, Almaty (Kazakhstan)
- 13.40 – 14.00** **Q&A**
- 14.00 – 14.30** **Conference closes with a glass of prosecco**

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Registration at <https://noerr.timepad.ru/event/593934/>