



Association  
of European  
Businesses

**OPEN EVENT**  
Language: **ENG**

**March 02, 2016**  
**AEB Conference Centre**  
Ul. Krasnoproletarskaya  
16, bld.3, floor 4,  
office 8, Moscow  
10:00 – 12:30  
(registration at 9:30)

## Open Event of the AEB Intellectual Property Committee and AEB IT and Telecom Committee

### “ IT in the aspect of intellectual property rights”

#### PROGRAMME

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- Co-chaired by:** **Eugene Arieovich**, AEB Intellectual Property Committee Chairman, Partner, Baker & McKenzie CIS – Russia  
**Edgars Puzo**, AEB IT and Telecom Committee Chairman, CEO, Atos IT Solutions and Services
- 09:30 – 10:00** **Registration and coffee**
- 10:00 – 10:15** **Welcome remarks**
- 10:15 – 10:35** **Draft law On Internet Aggregators Of Goods**, Taras Derkatsch, Ph.D., Senior Associate, BEITEN BURKHARDT
- 10:35 – 10:55** **Use of Trade Marks in Keyword Advertising**, Irina Stepanova, Head of IP Practice (Moscow), Baker Botts
- 10:55 – 11:15** **Legislative opportunities and threats relating to use of social networks**, Vadim Perevalov, Associate, Baker & McKenzie
- 11:15 – 11:35** **Import substitution of PO and Data localization requirements: upcoming future and specified rules**, Julia Glubokaya, Lawyer, LL.M, ABB Russia
- 11:35 – 11:55** **Contractual models for software distribution over the Internet: current practice and anticipated changes**, Alexandra Vasyukhnova, Advocate, Head of Technology and Investment group, VEGAS LEX
- 11:55 – 12:30** **Questions & answers session, discussion**

**Working language:** Russian. Interpretation **will not be** provided.

**Contact persons:** **Irina Ochirova**, AEB Committee Coordinator, Tel. (495) 234-27-64, ext. 115;  
Irina.Ochirova@aebrus.ru

**Svetlana Lomidze**, AEB Director for External Affairs, Chief Committee Coordinator,  
Tel. (495) 234-27-64, ext. 122; Svetlana.Lomidze@aebrus.ru

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Ассоциация европейского бизнеса  
Россия, 127473 Москва,  
Ул. Краснопролетарская 16, стр. 3

Тел.: +7 (495) 234 27 64  
Факс: +7 (495) 234 28 07

E-mail: [info@aebrus.ru](mailto:info@aebrus.ru)  
[www.aebrus.ru](http://www.aebrus.ru)