



OPEN EVENT
Languages: ENG – RUS

April 25, 2014
9:00 – 12:00
AEB Conference Centre
Ul. Krasnoproletarskaya
16, bld.3, Moscow

Intellectual Property and Social Media

AGENDA

- Co-Chairs:** **Ekaterina Tilling**, Deputy Chairwoman of the AEB Intellectual Property Committee, Lawyer
Igor Reichlin, Chairman of the AEB PR-Committee, Partner, Reichlin and Partners
- 08:30 – 09:00** **Registration and welcome coffee**
- 09:00 – 09:15** **Welcome addresses**
Co-Chairs
- 09:15 – 09:35** **Speaker and Topic (TBC)**
- 09:35 – 09:50** **Qualification of Intellectual Property infringements in social media.**
Pavel Sadovsky, Head of IP Practice, Egorov, Puginsky, Afanasiev and Partners
- 09:50 – 10:10** **Responding to Intellectual Property Infringement Claims in Social Media.**
Vadim Perevalov, Associate, Baker & McKenzie
- 10:10 – 10:30** **Social networks and moral rights: observation of moral rights of the author and citizen's rights for the protection of the image and privacy.**
Irina Stepanova, Associate, Baker Botts
- 10:30 – 10:45** **Coffee-break**
- 10:45 – 11:05** **Intellectual Property: positive prospects for development of the industry**
Anna Gemish, Senior PR-manager, Sokur & Partners
- 11:05 – 11:25** **The role and meaning of corporate social networks in internal communication.**
Edgars Puzo, Chairman of the AEB IT-Committee, General Director, Atos
- 11:25 – 11:45** **Intellectual Property in Social Media: Russian reality and Western practices**
Evgeniya Skobeleva, Head of Grayling in Russia
- 11:45 – 12.00** **Discussion, Questions & Answers**

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