First Annual Joint Conference - Milan - 23rd of January, 2020
(Camera Arbitrale di Milano, Via Meravigli 7, Milan, Italy)

Intangible Assets and Internationalization: Implications and Dispute Resolution Strategies

Market Focuses

- **Industrial Design**
- **Pharma and Cosmetics**
- **ICT and FRAND**

In collaboration with

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Please register by the 20th of January 2020. Space is limited. The event is free of charge.

Richiesto l'accreditamento quale evento formative presso l'Ordine degli Avvocati di Milano (_ crediti) e l'Ordine dei Consulenti in Proprietà Industriale (__ crediti)

Register HERE, or   **info@elexi.it**

14.00-14.30	**Registration**

14.30-14.45	**Welcome and Introduction**

- **Stefano Azzali**, Milan Chamber of Arbitration
- **Mattia Dalla Costa**, LES Italy
- **Chiara Accornero**, WIPO Arbitration and Mediation Center

14.45-16.00	**Intangible Assets and Internationalization: Implications and Dispute Resolution Strategies**

Moderator: **Emilio Paolo Villano**, ELEXI

a) Intangible Assets as a Competitiveness Factor of the Internationalization of a Company
- **Cesare Galli**, IP Law Galli

b) Licensing strategies for the protection of IP Rights in a Globalized Market
- **Davide Felice Ferri**, Sisvel S.p.A.

c) Resolving Cross-border Disputes Through Mediation and Arbitration
- **Nicola Giudice**, Milan Chamber of Arbitration
- **Chiara Accornero**, WIPO Arbitration and Mediation Center

16.00-16.30	*Coffee Break*

16.30-17.00	**Roundtable: Cosmetics and Pharmaceuticals Mediation and Arbitration**

Moderator: **Paola Nunziata**, CMS Legal

- **Sally Shorthose**, Bird & Bird
- **Farmindustria** (a representative of)

17.00-17.30	**Roundtable: Industrial Design Mediation and Arbitration**

Moderator: **Giovanni Minuto**, BonelliErede

- **Giovanni Casucci**, Dentons
- **Stefano Baldi**, Interpatent

17.30-18.00	**Roundtable: Information and Communications Technology and FRAND Mediation and Arbitration**

Moderator: **Corrado Druetta**, Comau S.p.A.

- **Joachim Feldges**, Allen & Overy
- **Dario Paschetta**, Frignani Virano e Associati

18.00-18.30	**Questions and Answers**

18.30	**Closing**

The conference will be held in English without translation