



**PROVISIONAL AGENDA  
INTERNATIONAL CONFERENCE  
UNDER THE BULGARIAN PRESIDENCY OF THE COUNCIL OF THE EUROPEAN UNION  
and  
in co-operation with  
THE WORLD INTELLECTUAL PROPERTY ORGANIZATION  
and  
THE EUROPEAN PATENT OFFICE**

**“THE INDUSTRIAL PROPERTY TODAY AND TOMORROW”**

**16 March 2018**

**National Palace of Culture, Conference Room 8, Sofia**

09.00 – 09.30      **Transfer from hotels to the National Palace of Culture**

09:30 – 10:00      **Registration of participants and welcome coffee**

10:00 – 10:45      **Welcome and opening remarks**

**Mr. Valeri Simeonov, Deputy Prime-minister, in charge with the  
economic and demographic policy**

**Mr. Emil Karanikolov, Minister of Economy of the Republic of  
Bulgaria**

**Petko Nikolov, PhD, President of the Patent Office of the Republic  
of Bulgaria**

**Keynote speech: Dr. Francis Gurry, Director General of WIPO  
*Current Challenges in the World of Intellectual Property***

**Mr. Benoît Battistelli, President of EPO**



**Mr. Christian Archambeau, Deputy Executive Director of EIUPO**

10:45 – 12:30

**Plenary session I: The unitary patent system in Europe – A Look  
from the Inside and from the Outside**

**Moderator: Prof. Stefan Stefanov, Technical University of Sofia**

**Speakers:**

**Mr. Jerome Debrulle, Advisor General, Directorate-general for  
Economic Regulation, Intellectual Property Office, Brussels and  
Chairman of the Select Committee of AC, EPO**

***“Unitary Patent Protection - State of Play”***

**Ms Margot Froehlinger, Principal Director, Unitary Patent, European  
and International Legal Affairs at the European Patent Office**

***“Economic benefits of the UP/ UPC package, including findings  
from some recent studies of the EPO”***

**Ms. Mariana Karepova, President of the Austrian Patent Office and**

**Mr. Stefan Harasek, Chief Strategy Officer in the Austrian Patent  
Office - *“How can modern IP-offices contribute to better allocation of  
R&D promotion funds to ensure sustainable investment in R&D and  
avoid sunk costs in the public and private sector?”***



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Bulgarian Presidency of the Council  
of the European Union



PATENT OFFICE  
of the Republic of Bulgaria



**Mr. Francesco Macchetta**, Vice-President of the Patent working  
Group within Business Europe

***“The Unitary Patent System, A look from the Inside and Outside  
from a (personal) industry perspective”***

**Discussions**

12:30 – 13:45

**Lunch break**

13:45 – 15:15

**Plenary session II: “Challenges in front of the unitary system for  
protection of the trade mark”**

**Moderator: Ass. Prof. Vladya Borissova**, University of National and  
World Economy - Sofia

**Speakers:**

**Mr. Marcus Höperger**, Director, Madrid Registry, Brands and Designs  
Sector, World Intellectual Property Organization

***“The EU Unitary Trademark System and its Interface with the  
Madrid International Trademark Registration System”***

**Mr. Joao Negrao**, Director of International Cooperation and Legal  
Affairs Department, EUIPO, ***“The EU Trade Mark perspective:  
promoting convergence and ensuring flexibility in the system”***





**Ms. Patricia Garcia - Escudero Marquez**, Director General of the  
Spanish Patent and Trademark Office

***“Challenges of implementing the Trademark Directive in a  
National Office”***

**Ms. Amaryllis Verhoeven**, Head of unit Intellectual Property and  
Fight Against Counterfeiting, DG GROW — Directorate-General for  
Internal Market, Industry, Entrepreneurship and SMEs,  
European Commission

#### **Discussions**

15:15 – 15:30

**Closure of the Conference and family photo**

15.30 – 16.00

**Transfer from National Palace of Culture to the hotels**