First International students seminar IPUAM-DAN
UNIVERSIDAD AUTÓNOMA DE MADRID
&
UNIVERSITÉ PARIS DESCARTES

New Challenge on the IP&IT horizon
10:00 - 10:15h: Presentación de la conferencia.

- Mrs. Pilar Cámara Águila / Mr. Ignacio Garrote Fernández-Diez (Directors of LL.M. in Intellectual Property Law and New Technologies, UAM).
- Mrs. Caroline Le Goffic / Mr. Luc Grymbaum (Directors of LL.M. Droit des Activités Numériques, Université Descartes of Paris).

10:15-10:30h: Conferencia de apertura.

- Mr. Alejandro Sánchez del Campo (Telefónica Legal Services).

10:30-11:30h: Panel 1: “Robotics, Innovation and IP”.

Chairwoman: Belén Yael Piñeiro Benedetti.
- “Robots and biomaterials: new patent challenges” – Elisabetta Ferraro.
- “Can robots (and other not human beings) have Copyrights?” – Javier Murillo Chávez
- “Connect Object and regulation (drones, swatch)” – Elodie Denfer.
- “Digital era and robot” – Apoline Levesque.
  Discussion

11:30 - 12:00h: Pausa de café

12:00-13:30h: Panel 2: “Data processing: from personal to collective data”.

Chairwoman: Solène Penhouet.
- “If you’re not paying for it, you’re the product”, how manage with the actors of digital – Yaron Edery.
- “The digital right to be forgotten and the paradox of the Streisand effect” – Juan Luis Martínez Sanz.
- “Big Data and competition law” – Cécile Chrichton.
  Discussion

13:30-15:00h: Pausa de almuerzo.

15:00-16:30h: Panel 3: “Where Law and Fashion come together”.

Chairwoman: Baptiste Beguerie.
- “IP protection of fashion” – Janine Martha Amalia Meiser.
- “Biotechnology in fashion” – Olga María Pallares Pérez-Luengo.
- “Trend and Law” – Denisse López Colman.
- “Counterfeit and 3D printer” – Zoé Rimasson.
  Discussion

16.30-17.00h: Pausa

17:00-18:15h: Panel 4: “The future of trademarks: what’s next?”.

Chairwoman: Ligia Escalante Solana.
- “New possibilities of signs able to be registered as trademarks” – Jorge Vicente Martínez.
- “Can robots (and other not human beings) have Copyrights?” – Javier Murillo Chávez
- “Mark package” – Baptiste Beguerie.
- “Mark and domain name” – Solène Penhouët.
  Discussion

18.15 – 18.30h: Clausura.