



IP Protection Days: China Marketplaces
October 12th-13th 4:00-5:30 (Beijing Time)
Online Event

Agenda

Day I: Roundtable IP in the marketplaces

Date: Wednesday, October 12th

4:00 – 4:10 *Welcome Remarks*

Embassy of Italy in the P.R.C.; CICC

4:10 – 4:20 *Keynote Speech*

Raffaello Giroto, legal attaché, Embassy of Italy in the P.R.C.: *“IP protection in the marketplaces: overview of the main legal and practical challenges”*

4:20 – 5:10 *Expert Panel and case study:*

- **Eliau Xue**, Kangxin Partners P.C.: *“Using new technologies to monitor IP infringements on marketplaces; most frequent IP infringement in the marketplaces and how to select suitable remedies”*
- **Fabio Giacomello** Partner, Foreign Lawyer at HFG: *“When marketplaces are liable for IP infringements by vendors”*
- **Luna Bianchi**, Global IP Manager in the fashion luxury industry, Consitex S.A. : *Sharing experience on managing and protecting IP rights on Chinese marketplaces. A case study in the fashion industry*

5:10 – 5:30 Q&A

Moderator: Raffaello Giroto, Legal Attaché, Embassy of Italy in the P.R.C.

Day II: Workshop “Measures to protect IP in the marketplaces”

Date: Thursday, October 13th

4:00 – 4:05 *Welcome Remarks*

Embassy of Italy in the P.R.C.; CICC

4:05 – 4:15 *Keynote Speech:*

Gianpaolo Bruno, Trade Commissioner and Coordinator of ICE/ITA Offices in China and Mongolia: *“Risks and safeguards of IP infringements for Italian companies in e-commerce projects”*



Camera di Commercio Italiana in Cina

中国意大利商会

China-Italy Chamber of Commerce

4:15 – 4: 35 Mick Ryan, Director, Brand Cooperation Platform Governance Department, Alibaba Group: *IP Monitoring with Alibaba: Practices & Suggestions*

4:35 – 4:55 Filippo Sticconi, Senior Associate, GWA Greatway Advisory - *When and how to write a cease-and-desist letter to IP infringers. How to collect evidence of infringement*

4:55 – 5: 15 Laura Viti, Ferrero IP Counsel, APAC – Middle East: “Managing IP in the marketplaces: the Ferrero’s study case”

5:15 – 5:30 Q&A

Moderator: Carlo Geremia, IPWG Coordinator