



**STUDY DAY – NOVEMBER 21, 2024**

# **Navigating IP Frontiers**

**Capita Selecta on Trademarks, Designs,  
Patents, GIs and Greenwashing**

**CHOCOLATE NATION, ANTWERP | 8:30 am - 5:00 pm**

# STUDY DAY PROGRAM

## MORNING

- 8:30 am **Registration**
- 8:50 am **Welcome & Introduction**  
Sophie Lens, *President of BNVBIE / ANBPPI*  
François Gevers, *President of the Belgian group of AIPPI*
- 9:00 am **Panel 1 – UPC: is the honeymoon over?**  
Moderator: Domien Op de Beeck, *Partner & Attorney-at-law* – Bird & Bird  
**Part 1:** UPC Case Law update  
**Part 2:** Panel discussion on UP/UPC  
Speakers:  
Christian Dekoninck, *Partner & Attorney-at-law* – Taylor Wessing  
Sam Granata, *Judge* – UPC & Antwerp Court of Appeal  
Jürgen Hassa, *European Patent Attorney & Head of IP Litigation* – UCB Biopharma  
Ceren Okat, *European Patent Attorney & IP Business Partner* – Philips
- 10:45 am **Coffee Break**
- 11:15 am **Panel 2 – The EU Design Package and recent European case-law on Designs rights**  
Moderator: Domien Op de Beeck, *Partner & Attorney-at-law* – Bird & Bird  
Speakers:  
Michaël De Vroey, *Partner & Attorney-at-law* – Simont Braun  
Benjamin Gevers, *Intellectual Property Attorney* – Gevers  
Annick Hagenaers, *Intellectual Property Attorney* – Gevers
- 12:30 am **Lunch Break**

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[WWW.AIPPI.BE](http://WWW.AIPPI.BE) | [LINKEDIN](#)

# STUDY DAY PROGRAM

## AFTERNOON

1:30 pm

### **Panel 3 – Expanding and unifying laws on Geographical Indications and Greenwashing**

Moderator: Sophie Lens, *Counsel & Attorney-at-law* – Altius

Speakers:

Olivier Vrins, *Partner & Attorney-at-law* – Altius

Eric De Gryse, *Partner & Attorney-at-law* – Simont Braun

### **Coffee Break**

3:00 pm

### **Panel 4 – Upcycling, rebranding, debranding, repairing, etc. : a trademark infringement ?**

3:30 pm

Moderator: TBC

Speaker:

Marie Keup, *Counsel & Attorney-at-law* – Taylor Wessing

Martin Senftleben, *Professor of IP Law and Director of the Institute for Information Law at the Amsterdam Law School & Attorney-at-law* – Bird & Bird

Florence Verhoestraete, *Partner & Attorney-at-law* – Nauta Dutilh

5:00 pm

### **Q&A and Conclusion**

5:30 pm

### **Visit Chocolate Museum & Reception with drinks**

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# PRACTICAL INFORMATION

**Updates:** Make sure to check <https://www.aippi.be/events> for latest updates on the program.

**Date:** November 21, 2024

**Location:** Chocolate Nation  
Koningin Astridplein 7  
2018 Antwerpen

**Language:** English

**Registration:** In writing before November 14, 2024, preferably by completing this registration form and sending it to: [aippi@arnold-siedsma.be](mailto:aippi@arnold-siedsma.be) and after payment of the registration fee.

Registration type	Fee*
BNVBIE / AIPPI- (BE, NL, FR...) members	240 €
Members BMM / LES / BVA / VSMR	260 €
Magistrates	190 €
Non-members	290 €
Students	105 €

**\*You may deduct 20 EUR if you do not wish to attend the Museum Visit.**

**Payment:** IBAN BE66 7360 3238 6243  
Communication: "[Name participant] + Study day 21/11/2024"  
Invoices exclusively **upon request**.

Reimbursement only after written cancellation (after deduction of 25€ administrative costs) by November 3, 2024. Should you not be able to attend, you can have a colleague replace you. In that case, please let us know asap.

**Certificates:** Certificates for points awarded to this Study Day by the Flemish, French and German speaking Bar Councils will be sent by e-mail after the study day **upon request**. Certificates can only be delivered to persons who have attended all sessions of the study day.

**Privacy:** The personal data that you provide will be processed in accordance with our [privacy policy](#) to invite you to our meetings and other activities. The data controller is the BNVBIE vzw / ANBPPI asbl, with registered offices at 8 Stuiversstraat, 1000 Brussels and entreprise number 0409.003.963. For questions or to execute your rights (e.g. to consult and correct your personal data) please send an e-mail to [aippi@arnold-siedsma.be](mailto:aippi@arnold-siedsma.be).

CONTACT: [AIPPI@ARNOLD-SIEDSMA.BE](mailto:AIPPI@ARNOLD-SIEDSMA.BE)

# REGISTRATION FORM

**Name:** .....

**Profession:** .....

**Firm:** .....

**Category:**  AIPPI Belgium  
 ABA-BVA / LES / AEDC / BMM / VSMR  
 Non-member  
 Student  
 Magistrates

**Package:**  Study Day + reception  
 Study Day + Museum visit + Reception

**Tel:** .....

**E-mail:** .....

**Date:** .....

**Signature:** .....