



Ministero delle Imprese
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International
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INDICAM
PER LA TUTELA DELLA PROPRIETÀ INTELLETTUALE

INDICAM
INTERNATIONAL OLYMPIC COMMITTEE
FONDAZIONE MILANO CORTINA 2026

presents:

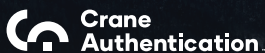
IP PROTECTION IN THE CONTEXT OF MILANO CORTINA 2026

REGISTRATI QUI

SAVE THE DATE
24 OCTOBER 2025

Hotel Hilton, Via Galvani 12, Milan

Event sponsored by:





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8:30-9:00 **REGISTRATION**

9:00-9:30 **GREETINGS AND OPENINGS**

- Mario Peserico, INDICAM President
- Alessandro Morelli, Undersecretary of the Italian Council of Ministers
- Antonio Liroi, Director General, Directorate General for Industrial Property-IPTO, Ministry of Enterprises and Made in Italy (remote)

9:30-10:30 **HIGH LEVEL ROUND TABLE: IP AND SPORT- GLOBAL TRENDS, IMPORTANCE FOR THE HOSTS AND EVENT ORGANISERS**

Moderator: Katarzyna Gorgol-Maeder, Legal Counsel, Regulatory Affairs, IOC

- Todd Reves, Director, Building Respect for IP Division, WIPO
- Andrea Di Carlo, Deputy Executive Director, EU IPO
- Carlos Castro, Head of IP, IOC
- Pietro Fea, General Counsel, Fondazione Milano Cortina 2026

10:30-11:30 **ROUNDTABLE: ILLICIT ACTIVITIES RELATED TO THE OLYMPIC GAMES**

Co-moderators: Katarzyna Gorgol-Maeder, Legal Counsel, Regulatory Affairs, IOC and Paolo Macchi, Head of IP and Broadcast Rights, Fondazione Milano Cortina 2026

- Marco Francetti, Partner Jacobacci Avvocati
- Lucia Granieri, Lawyer at De Simone & Partners
- Morris Franco Calasso, Head of licensing, Fondazione Milano Cortina 2026
- Christophe Glénat, Counsel at EBL Lexington
- Sofian Baghriche, Legal Counsel, IP Enforcement & Brand Protection, IOC

11:30-12:00 **COFFEE BREAK**

12:00-13:00 **ROUNDTABLE ON ENFORCEMENT STRATEGIES**

Co-moderators: Lucia Granieri, lawyer at De Simone and Partners and Sofian Baghriche, Legal Counsel, IP Enforcement & Brand Protection, IOC

- Alessandra Vercelloni, Director of Sales Brand Protection, Crane Authentication
- Claudio Bergonzi, Director Global IP enforcement, Alibaba Group
- Delphine Sarfati-Sobreira, CEO, UNIFAB/GACG
- Phil Lewis, Director General, ACG
- Gustavo Andrés Martín Martín - Judge, Commercial Court Number 1 of Alicante
- Ludovico Sburlati - Judge, Prima sezione civile, Tribunale delle Imprese, Torino

13:00 **NETWORKING & LIGHT LUNCH**