

Seminar presented by the UIA,

in collaboration with: **Università degli Studi di Verona**
Ordine degli Avvocati di Verona
UGIVI – Unione Giuristi Italiani del Vino e della Vite
AIDV – International Wine Law Association
AIDA – Italian Food Law Association

IP Law Tools for Protecting Food Products

Looking for the Perfect Pairing: Wine as a Case Study

VERONA

ITALY

Friday, May 27 & Saturday, May 28, 2022

With a welcome cocktail on Thursday, May 26

#UIAAgriFoodLaw

#UIAIPLaw



Thursday, May 26

19:30 Welcome Cocktail

Dindo, Zorzi & Associati Studio Legale
Address Via Leoncino 16, Verona

Friday, May 27

08:30 – 09:00 Registration of Participants

University of Verona
Dipartimento Scienze Giuridiche
Via Carlo Montanari 9, Verona

09:00 – 09:30 Welcome and Opening of the Seminar

- Hervé CHEMOULI, *UIA President, 2C Avocats, Paris, France*
- Marita DARGALLO NIETO, *President of the UIA Intellectual Property Law Commission, Buigas, Barcelona, Spain*
- Diego SALUZZO, *President of the UIA Agri-Food Law Commission, Grande Stevens Studio Legale Associato, Turin, Italy*
- Stefano TROIANO, *Director of the Department of Juridical Sciences, University of Verona, Verona, Italy*
- Davide ADAMI, *Vice President Ordine degli Avvocati di Verona, Verona, Italy*

CHAIR OF THE SESSION: Marita DARGALLO NIETO, *President of the UIA Intellectual Property Law Commission, Buigas, Barcelona, Spain*

09:30 – 10:00 Main IP Tools in Food Industry: an Introductory Synopsis

Speaker:

- William CHARRINGTON, *Farrer & Co, London, UK*

10:00 – 10:20 Brand Protection in the Food and Beverage Industry: Basic Principles and Leading Cases

Speaker:

- Nicola LATTANZI, *Pirola Pennuto Zei & Associati, Milan, Italy*

10:20 – 11:00 ROUND TABLE – Safeguarding Brands in F&B Business

Speakers:

- Martine KARSENTY RICARD, *JP Karsenty et Associés, Paris, France*
- Gabriel PRETUS LABAYEN, *Secretario General Técnico, DAMM, Barcelona, Spain*
- Magdalena ZIELIŃSKA-KUĆ, *WKB Wierciński, Kwieciński, Baehr sp. k., Poznań, Poland*

11:00 – 11:30 Coffee Break

11:30 – 12:00 Protection and Enforcement of IP Rights from Frauds: In-House Counsel Role, Namely in Interpol and Europol Commissions

Speakers:

- Simona MUSSO, *General Counsel Lavazza, Turin, Italy*
- Andrea CHIANURA, *IP Counsel, Lavazza, Turin, Italy*

12:00 – 12:20 Novel Foods and IPRs

Speaker:

- Odra PAPALEO, *CVPM Legal - Avvocati Associati, Turin, Italy*

12:20 – 12:40 Plant Variety Rights and New Grapes

Speaker:

- Pedro TENT, *Garrigues, Valencia, Spain*

12:40 – 14:00 Lunch

CHAIR OF THE SESSION: Oreste CALLIANO, *University of Turin: F&B Marketing Law, Director of CECLE (Center of European Consumer Law and Economy), Turin, Italy*

14:00 – 14:20 Wine Production Market: Global Survey

Speaker:

- Alberto CUGNETTO, *Confindustria Cuneo, Accademia di Agricoltura di Torino, Cuneo, Italy*

14:20 – 14:40 Innovation in Cultivation Techniques and in Winemaking: Their Protection in Terms of IPRs

Speaker:

- Paola GELATO, *Studio Legale Jacobacci & Associati, Turin, Italy*

14:40 – 15:00 Promotion of Vinitaly Brand Around the Globe: A Success Story

Speaker:

- Giovanni MANTOVANI, *CEO Veronafiere S.p.A., Verona, Italy*

15:00 – 15:20 Jurisdiction, Arbitrability, and ADR Methods for the Resolution of Transnational IP Disputes in the Wine Sector

Speaker:

- Marco TORSELLO, *University of Verona, Studio Legale Arblit, Milan, Italy*

15:20 – 15:40 Coffee Break

CHAIR OF THE SESSION: Stefano DINDO, *President of UGIVI, Dindo Zorzi e Associati, Verona, Italy*

15:40 – 16:00 Infringements in Spirits and Wine in the European Union: EUIPO's Jurisprudence

Speaker:

- Stefan MARTIN, *Member of the Boards of Appeal at EUIPO, Valencia, Spain*

16:00 – 16:30 Geographical Indications and Their Protection: New Scenarios

Speaker:

- Ferdinando ALBISINNI, *Universitas Mercatorum, President of AIDA, Rome, Italy*

16:30 – 17:00 The Champagne Experience: A Model for a Few Producers or a Model for All?

Speaker:

- Theodore GEORGOPOULOS, University of Reims, President of International Wine Law Association (AIDV), Reims, France

17:00 – 17:40 ROUND TABLE – Geographical Indications versus Trademark: What is the Right Solution?

Speakers:

- Gavin LLEWELLYN, Stone King LLP, London, United Kingdom
- Myriam OTAOLA, Isern, Patentes y Marcas, Barcelona, Spain
- Maria Katharina RAUCHENBERGER, Head of Legal & Compliance, Ruffino (Constellation Group), Florence, Italy

17:40 – 18:00 General Discussion

20:30 Optional Dinner

Ristorante Vittorio Emanuele
Piazza Brà 16, Verona

Saturday, May 28

08:30 – 09:00 Registration of Participants

University of Verona
Dipartimento Scienze Giuridiche
Via Carlo Montanari 9, Verona

CHAIR OF THE SESSION: Diego SALUZZO, President of the UIA Agri-Food Law Commission, Grande Stevens Studio Legale Associato, Turin, Italy

09:00 – 09:30 Prosek v Prosecco

Speaker:

- Giuseppe AMBROSIO, Direttore Generale MIPAAF – Presidente Gdl Unesco Mipaaf, Rome, Italy

09:30 – 10:00 Branding Port Wine: Crisis, Transformation and the Advent of Modern Brands

Speaker:

- Gonalo MOREIRA RATO, Magalhães Associados Sociedade Advogados, International Wine Law Association (AIDV), Lisbon, Portugal

10:00 – 10:30 Champagne vs Chapanillo

Speaker:

- Anna VILADÁS JENÉ, Gómez-Acebo & Pombo, Barcelona, Spain

10:30 – 10:50 Coffee Break

10:50 – 11:20 Protection of IPR's in Chinese Wine Market: New China Trademark Examination Guidelines

Speakers:

- Roberto GILARDINO, Horizons Advisory, Shanghai, P.R.China
- Lucia Myriam NETTI, Horizons Advisory, Turin, Italy

11:20 – 11:40 How to Identify Fake Wines, Fine Wines Namely Included

Speaker:

- Conte Gelasio Gaetani D'ARAGONA LOVATELLI, Head of Wannenes Auction's House Wine Department, wine writer and historical wine producer in Montalcino, Rome, Italy

11:40 – 12:20 Climate Changes and Future of Geographical indications

Speakers:

- Michael REESE, Vice President Agri-Food Law Commission, Reese LLP, New York, United States
- Alberto CUGNETTO, Confindustria Cuneo, Accademia di Agricoltura di Torino, Cuneo, Italy

12:20 – 12:30 Closing Remarks

12:30 – 13:15 Transfer by Bus to Soave (Together with Interested Companions)

13:15 – 14:15 Optional Lunch

Locanda Ai Capitelli
Via Monti 2, Soave

14:15 – 15:30 Visit of Soave Town and Castle (<http://www.soaveturismo.it/?lang=en>)

15:30 – 16:30 Visit to Pieropan Winery and Cellar (<https://www.pieropan.it/en>)

16:30 – 17:30 Wine Tasting

17:45 – 18:30 Transfer Back by Bus to Verona

In Verona, a health protocol will allow you to participate in the seminar in complete safety:

- ➔ **Masks must be worn** throughout the seminar area, in the session room.
- ➔ In the session room, UIA will enforce **social distancing**.
- ➔ **Hand sanitizer** will be available at the entrance to the room and will be available in the busy areas of the seminar.



Compulsory face coverings



Hand Sanitizer available



Social distancing in each room

UIA has been regularly monitoring the health situation in Italy. You can also find out more by visiting the Italian Government website here. **The health of our participants remains our top priority.**