



XIth EIPIN Congress

Munich, 9-11 April 2010

Unfair Competition and Intellectual Property

Venue:

Max Planck Institute for Intellectual Property, Competition and Tax Law,
Room E10



Friday, April 9, 2010

MODULE I

**CONFUSION, IMITATION AND MISAPPROPRIATION IN IP,
QUASI-IP AND IN UNFAIR COMPETITION LAW**

14:30-15:00 Registration

15.00-15.30 **Topic 1 Objects of Protection and Means of Regulation - IPR,
Unfair Competition or Others?**

Speaker: Prof. Annette Kur (MPI/MIPLC)

Chair: Prof. Josef Drexl (MIPLC)

15.30-16.00 Questions Team 1 and Participants

16.00-16:30 **Topic 2 Interfaces between Trademark Protection and Unfair
Competition Law - Confusion about Confusion and
Misconceptions about Misappropriation?**

Speaker: Prof. Ansgar Ohly (University of Bayreuth/ MIPLC)

Chair: Prof. Christoph Ann (TUM/MIPLC)

16.30-17:00 Questions Team 2 and Participants

17:00-17:20 Coffee

17:20-19:00 Teams Work on Reports

19:30 Dinner Presentation

Saturday, April 10, 2010

MODULE II
UNFAIR COMPETITION IN INTERNATIONAL AND
COMPARATIVE PERSPECTIVES

- 09.00-09.30 **Topic 3 Comparison of National Approaches in Europe - On Protection against Confusion, Imitation and Misappropriation**
Speaker: Prof. Antonina Bakardjieva- Engelbrekt (University of Stockholm)
Chair: Prof. Stefan Bechtold (MAS IP)
- 09.30-10.00 Questions Team 4 and Participants
- 10.00-10.30 Coffee
- 10:30-11.00 **Topic 4 Unfair Competition Law in Japan – The Japanese Situation and issues on the Regulation against Imitating the Configuration of Goods**
Speaker: Prof. Yoshiyuki Tamura (Hokkaido University)
Chair: Dr. Nari Lee (MIPLC)
- 11.00-11.30 Questions Team 4 and Participants
- 11.30-13.30 Light Luncheon
- 13.30-15.30 Teams Work on Reports
- 15:30-16.00 **Topic 5 Unfair Competition, Sui Generis Rights and Extended Causes of Action**
Speaker: Dr. Guido Westkamp (QMIPRI)
Chair: Dr. Henning Grosse Ruse Khan (MIPLC/MPI)
- 16.00-16.30 Questions Team 5 and Participants
- 16.30-16.45 Coffee

16.45-17.15 **Topic 6 Panel Discussion: Expansion or Creation of Rights:**

**Creation of New Rights At the Margins of IP Against Unfair
Competition - European and International Perspectives**

Panelists: Prof. Bakardjieva-Engelbrekt, Dr. Grosse-Ruse Kahn,
Prof. Haedicke, Prof. Ohly, Mr. Schneider, Prof. Tamura, Dr. Westkamp
Moderator: Prof. Annette Kur

17.15-17.45 Questions by Team 6 and Participants

19:00 Dinner Discussion – The 11th EIPIN Congress Recap

Sunday, April 11, 2010

MODULE III
NEW RIGHTS AGAINST UNFAIR COMPETITION?

9.00-9.30 **Topic 7 Creative Uses in New Media and Unfair Competition Law**

– The Case of hartplatzhelden.de

Speaker: Mr. Timo Ehmann (Steinpichler & Kollegen)

Chair: Mr. Seth Ericsson (MIPLC)

09:30-10.00 Questions Team 7 and Participants

10.00-10.30 Coffee

10:30-11:00 **Topic 8 Contributory Infringement - Liability of Internet Intermediaries in Unfair Competition and Trademark Law**

Speaker: Prof. Maximilian Haedicke (University of Freiburg)

Chair: Prof. Christophe Geiger (CEIPI)

11.00-11.30 Questions Team 8 and Participants

11.45-12.15 **Topic 9 Enforcing Rights against Unfair Competition in light of Ambush Marketing**

Speaker: Mr. Gregor Schneider (Litigation Unit, OHIM)

Chair: Prof. Manuel Desantes (ML)

12.15-12.45 Questions Team 9 and Participants

13.00-14.0 Light Luncheon