

**INTELLECTUAL PROPERTY  
IN EUROPE AND RUSSIA**  
GLOBAL MARKETS, INTANGIBLES  
AND TECHNOLOGY



Tuesday, November 5th, 2019



3.30 p.m. **ARRIVAL OF PARTICIPANTS**

3.50 p.m. **INTRODUCTION**

*Roberto A. Jacchia – Senior Partner of De Berti Jacchia*

4.00 p.m. **GEOGRAPHICAL INDICATIONS – NEW IP OBJECTS IN RUSSIA**

*Maria Lovtsova – Head of the Legal Department, YUS Law Firm*

4.30 p.m. **GENERAL CONCERNS OF IMPORTING GOODS INTO RUSSIA**

*Andrey Svistov – Partner of YUS Law Firm*

5.00 p.m. **PECULIARITIES AND ADVANTAGES OF PROTECTING DESIGNS IN RUSSIA**

*Denis Levchuk – Head of the Inventions Department, Partner of YUS Law Firm*

5.30 p.m. **PATENT PROTECTION TOOLS IN THE FIELD OF ARTIFICIAL INTELLIGENCE AND IOT – TRENDS IN EUROPE AND OPEN CRITICALITIES**

*Elisabetta Papa – Partner of SIB*

6.00 p.m. **THE NEW "TRADEMARK PACKAGE" IN THE EU AND ITALY**

*Giulia Beneduci – Associate of De Berti Jacchia*

followed by **APERITIF**



De Berti Jacchia Franchini Forlani, Via San Paolo 7, Milan 20121

Only a limited number of places is available  
This event is free of charge but please confirm your attendance

**RSVP**

email: [eventi@dejalex.com](mailto:eventi@dejalex.com) - Tel. 02 725541

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**Roberto A. Jacchia**, co-founding partner of De Berti Jacchia Franchini Forlani, leads the Competition and Intellectual Property teams. He is also in charge of the Brussels office.

Roberto's main areas of expertise are European Union law, pharmaceutical and regulatory law, IP rights, constitutional and international law, and human rights.



**Maria Lovtsova's** career began in the Russian PTO, then for many years she worked in one of Russia's and the CIS countries' leading international firm, where she was responsible for IP prosecution and litigation issues. Maria joined YUS in 2010. She is an expert in IP protection and litigation, including on the Internet, both for clients in Russia and abroad. Maria represents clients in general jurisdiction courts, commercial courts, and in the Federal Antimonopoly Service of the Russian Federation and its regional subdivisions. She also represents clients in the Russian PTO Chamber for Patent Disputes.



**Andrey Svistov**, partner of YUS, is a Russian Patent and Trademark Attorney (inventions and utility models, designs, trademarks, appellations of origin, computer programmes, databases, topology of integrated circuits)

Andrey's main areas of expertise are IP rights administration, commercialization; structurization of deals where IP rights are involved; representation of the clients' interests in the Federal Customs Service of the Russian Federation.



**Denis Levchuk**, partner of YUS, is a Russian Patent Attorney (inventions, utility models, designs), an Eurasian Patent Attorney and Head of the Inventions Department.

Denis is an expert of protection of inventions, utility models and designs for both domestic and international clients. He regularly conducts patent researches, including novelty searches, FTO, novelty destroying searches, patent analytics (landscapes, trends, analysis of competitors) etc.

Before joining Patent & Law Firm YUS in 2009, has worked as a post-doc and researcher in Max-Planck-Institute for Plasma Physics (Garching b. Munich), and then as a patent paralegal in one of Munich based international IP firms.



**Elisabetta Papa** is member of the Board of Directors of Società Italiana Brevetti, she is responsible for the patent area of the firm. Since 1999, she has been providing patent consulting services to large research institutions, universities and multinational companies, as well as to medium-sized Italian and foreign companies. Her activity has focused in particular on biomechanical and biomedical patents. She is a member of the Nano Bio Team SIB; she is an official technical consultant for the Court of Rome and has been a party consultant in patent cases. She teaches European patent practice and strategies in exam preparation courses for European patent attorneys organised by the Centre d'Études Internationales de la Propriété Intellectuelle, R. Schuman University, Strasbourg and the European Patent Institute. Managing Intellectual Property IP Star Italy 2014-2019. Intellectual Asset Management Patent 1000 - The World's Leading Patent Practitioners 2014-2019.



**Giulia Beneduci**, associate at De Berti Jacchia Franchini Forlani since 2015, is specializing in Intellectual Property, encompassing in particular trademarks, patents (also pharmaceutical), designs, copyright, domain names and trade secrets. She is author of several articles on IP topics published in the press and web platforms.