



Policy Dialogue

On Fighting Online Counterfeiting

Milan, 10 July 2018

8:30 a.m. – 9:00 a.m. Registration and welcome coffee

9:00 a.m. – 9:30 a.m. **Welcoming Remarks and Setting the Stage**

UIBM, Francesca Cappiello

INTA

INDICAM, Claudio Bergonzi

9:30 a.m. – 10:30 a.m. **Government Officials Perspective**

Hear from government officials from Customs, Police, IP Offices, about what they are doing to stem the tide of online counterfeiting. What do they see as their roles, and what are their expectations of the platforms, intermediaries, and rights holders?

- *Ms Patrizia Bosco, Antitrust Authority, Directorate General for Consumer Protection*
- *Col. Salvatore Paiano, Guardia di Finanza, Head of IP Protection Special Unit*
- *Mr Edoardo Mazzilli, Italian Customs Agency, Central Directorate for antifraud and controls, Investigations Unit*

Moderator: Simona Marzetti, UIBM

Discussion with the floor

10:30 a.m. - 11:30 a.m. Brand Owners Perspective

Many different industries face online counterfeiting. Various industries will share their internal structure and process for dealing with online counterfeiting—what is working, where they see improvement, and how they work with governments and online platforms collaboratively and effectively to stop online counterfeiting.

- *Ms Stella Padovani, Worldwide Intellectual Property & Brand Protection Manager MONCLER*
- *Ms Murielle Vincenti, Group Intellectual Property Director PRADA*
- *Mr Paolo Rezzaghi, IPR Manager BREMBO*
- *Mr Stefano Orsini, Group Risk, Compliance & Asset Protection Director LUXOTTICA*
- *Ms Sonia Ballori, E-commerce specialist EMEA Vibram*

Moderator: Carlo Alberto Demichelis, INDICAM

Discussion with the floor

11:30 a.m. – 11:45 a.m. Coffee Break

11:45 a.m. – 12:45 p.m. Platforms Perspective

Many online platforms have grown their staff and capabilities to address the growing problem of online counterfeiting. Hear from legal and brand protection experts from online platforms about what is working, what doesn't work, and how to effectively enforce your brands on the Internet. Panelists will discuss a variety of topics, such as: bogus Whois information; the ease of counterfeiters in reinventing themselves online and what platforms are doing to combat counterfeiters that are circumventing their efforts (e.g., a picture of the brand owner's product but no mention of the brand in the description); an evaluation of enforcement systems on representative platforms; and how to effectively

work together to implement a successful online enforcement program.

- *Ms Zuzana Púčiková, Amazon, Senior Manager Public Policy*
- *eBay, tbc*
- *Google, tbc*
- *Alibaba*
- *Mr Gianluca Gaias, Yoox net-à-porter (YNAP), Security, risk and compliance Director*
- *Ms Silvia Elia, Netcomm, Legal Advisor*

Moderator: INTA

Discussion with the floor

12:45 p.m. – 13:30 p.m. Discussion with the floor & Conclusions