

**University of Rijeka, Faculty of Law**  
Institute of European and Comparative Law

**State Intellectual Property Office of the Republic of Croatia**  
and  
**Croatian Comparative Law Association**

with support of the  
**European Union Intellectual Property Office**

6th Petar Šarčević International Scientific Conference  
**Intellectual Property Rights in EU: Going Digital**  
6. međunarodna znanstvena konferencija Petar Šarčević  
**Pravo intelektualnog vlasništva u EU-u: u smjeru digitalizacije**

Zagreb (Croatia), 18 and 19 October 2019

Zagreb, Hotel International, Miramarska cesta 24

**DRAFT PROGRAMME**

*Friday, 18 October 2019*

**8:30 REGISTRATION**

**9:00 WELCOMING ADDRESSES**

**Vesna Crnić Grotić**, Dean of the Faculty of Law, University of Rijeka

**Ljiljana Kuterovac**, Director General, State Intellectual Property Office of the Republic of Croatia

**Vesna Tomljenović**, President of the Croatian Comparative Law Association

**9:30 REGULATORY FRAMEWORK FOR THE DIGITAL SINGLE MARKET**

TBA

Marc Jaeger, President of the Court of Justice of the European Union???

TBA

Marko Ilešič, Judge at the Court of Justice of the European Union

TBA

Maciej Szpunar, Advocate General at the Court of Justice of the European Union

TBA

Adam Candeub, Professor at the Michigan State University

**EU Copyright Reform: Important Changes Flying under the Radar ili Modernisation of EU Copyright: Topics below the Radar ili The DSM Copyright Directive: Some Great Tunes Went under the Radar**

Igor Gliha, Dean at the Faculty of Law in Zagreb & Professor at the University of Zagreb

**Press publishers' right: Good news or bad news?**

**Pravo novinskih izdavača: Dobra ili loša vijest?**

Romana Matanovac Vučković, Associate Professor at the University of Zagreb

**Intellectual property issues in blockchain technology**

**Pitanja intelektualnog vlasništva u tehnologiji *blockchaina***

Jasmina Mutabžija, Director at Posluh d.o.o. & Lecturer at the Business Academy Rijeka

**12:30 LUNCH BREAK**

**13:30 TRADEMARKS AND DESIGNS FOR THE NEW MARKET CONDITIONS**

**Shape that gives substantial value to the goods: What if the sign is only an element in the goods' shape?**

**Oblik koji proizvodu daje bitnu vrijednost: Što ako je znak samo jedan od elementa oblika proizvoda?**

Vesna Tomljenović, Judge at the General Court of European Union & Professor at the University of Rijeka

**Latest trends in the EUIPO Boards of Appeal case law**

**Posljednji trendovi u praksi Žalbenih vijeća EUIPO-a**

Théophile Margellos, President of the Boards of Appeal at EUIPO

**The post-graphical representation for non-traditional marks**

**Post-grafički prikaz netradicionalnih žigova**

Sven Stürmann, Chairperson of the Second Board of Appeal at EUIPO

**Trademark and protection of European values against "La Mafia"**

**Žig i zaštita europskih vrijednosti od "La Mafia"**

Pablo Berbel Fernandez, Legal Secretary at the General Court of European Union

**European Union trademark and Brexit**

**Žig Europske unije i Brexit**

Iza Razija Mešević, Associate Professor at the University of Sarajevo

**The new Croatian Trademark Act – change or refinement?**

**Novi hrvatski Zakon o žigu – promjena ili prilagodba?**

Višnja Kuzmanović, Head of Trademark Design Department, SIPO

Načelnica Sektora za žigove i industrijski dizajn u DZIV-u

**Technical designs – before and after *DOCERAM***

**Tehnički dizajn – prije i nakon *DOCERAMA***

David Musker, Professor at Queen Mary University of London & Consultant at the Maucher Jenkins

*Saturday, 19 October 2019*

**9.00 ENFORCEMENT AS AN EVER-LASTING ISSUE**

**Strategic enforcement of *sui generis* database rights: Proposals for reform to avoid distortive effects for the European data economy**

**Strateška provedba *sui generis* prava na bazi podataka: Prijedlog reforme radi izbjegavanja izobličavajućih/iskrivljavajućih/deformirajućih učinaka po europsko gospodarstvo podataka**

Josef Drexl, Director at the Max Planck Institute for Innovation and Competition & Honorary Professor at the Ludwig Maximilian University of Munich

**European Union trademarks, intangible cultural heritage and cross-border enforcement**

**Žig Europske unije, nematerijalna kulturna dobra i prekogranična provedba**

Benedetta Ubertazzi, Professor at the University of Milano-Bicocca & Partner at Studio Ubertazzi

**Erozija... TBA**

Ivana Kunda, Associate Professor at the University of Rijeka

**Unfair competition in digital environment: Enforcement before the courts**

**Nepošteno trgovanje u digitalnom okružju: sudska provedba**

Vlatka Butorac Malnar, Associate Professor at the University of Rijeka, & Emilia Mišćenić, Associate Professor at the University of Rijeka

**Trade Secrets: Crucial issues in protection and enforcement**

**Poslovne tajne: ključna pitanja zaštite i provedbe**

Ana Rački Marinković, Deputy Director General, SIPO

**Croatian court practice in light of the Guidance on IPRED Directive Sudska praksa RH u kontekstu Smjernica za primjenu Direktive o provedbi PIV-a**

Gorana Aralica Martinović, Judge at the High Commercial Court of the Republic of Croatia

TBA

Albina Dlačić