










AGENDA

1-2 October 2024

Day 1, 1 October 2024

Day 1, 1 October 2024			
	08:00-09:00	Registration	
	09:00-09:05		Conference Opening & Sharing Information Ms Brigitta Kocsis-M., Event Moderator
Welcome Speeches and Keynotes	09:05-09:15		Welcome Mr Balázs Gulyás, President of HUN-REN (Hungarian Research Network)
	09:15-09:25		Mr Szabolcs Farkas President, Hungarian Intellectual Property Office
	09:25-09:40		IP in the International Context Mr Daren Tang, Director General, World Intellectual Property Organization
	09:40-09:55		European Landscape on IP Ms Merete Clausen, Director for GROW.C - Investment, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission
	09:55-10:10		Mr João Negrão , Executive Director, European Union Intellectual Property Office
	10:10-10:25		Christoph Ernst , Vice-President for Legal and International Affairs, European Patent Office

	10:25–10:55	Coffee Break	
AI - Present and Future	10:55–11:15		Co-Creation with AI: the Future of Innovative Work in the Age of Generative AI Mr Levente Szabados , Lecturer, Frankfurt School of Finance and Management Lead Scientific Consultant, Neuron Solutions
	11:15–11:35		AI and Music Creation Ms Andrea Szigetvári , Associate Professor of the Liszt Ferenc Academy of Music, Budapest
	11:35–11:55		The AI Age of Medicine. How AI Accelerates Medical Research and Innovation Mr István Peták , MD, PhD, Research Professor of Molecular Pharmacology, Széchenyi István University, Győr, Hungary, University of Illinois at Chicago, USA, Genomate Health Inc. USA
	11:55–12:05		Q&A
	12:05–13:35	Lunch Break	

AI, Industrial Property and Transparency	13:35–14:15		Artificial Intelligence and Industrial Property Rights Roundtable Discussion
			Ms Maria Gonzalez Gordon , Co-Chair Europe Global Advisory Council, International Trademark Association (INTA)
			Ms Prof. Regina Hanke , Macromedia University of Applied Sciences; Secretary, The Bureau of European Design Associations (BEDA)
			Mr Guillaume Henry , Second Deputy Reporter General, International Association for the Protection of Intellectual Property (AIPPI)
			Moderator: Mr Barna Arnold Keserű , PhD, Associate Professor, Head of Civil Law and Civil Procedural Law Department of Széchenyi István University, Attorney
	14:15–14:35		Getting the Innovation Ecosystem Ready for AI – An IP Policy Toolkit Ms Ulrike Till , Director IP and Frontier Technologies Division, World Intellectual Property Organization
	14:35–14:55		Where We Are on the Transparency of AI in the EU Ms Lucilla Sioli , Director EU AI Office at DG Connect, European Commission
	14:55–15:05		Q&A
15:05–15:35	Coffee Break		

Enforcement of IP in the age of AI	15:35–16:30		AI and IP Enforcement Roundtable Discussion
			Mr Harrie Temmink , European Union Intellectual Property Office, EU Observatory
			Ms Claudia Felix Martinez , EU Commission Directorate General - GROW
			Ms Eva Prudilová , Public Policy Manager Digital Affairs and AI/ML Amazon Web Services
			Mr Tobias Mckenney , Copyright Counsel EMEA, Google
			Moderator: Ms Roberta Pál , Vis Probandi Hungary, IP Attorney
	16:30–16:40		Q&A
	16:40–16:45	Closing & Sharing Information Ms Brigitta Kocsis-M. , Event Moderator	
	16:45–18:35	<i>Free time</i>	

Gala Dinner & Optional Program	18:35-19:05	Transfer to the Gala Dinner Bus 1 to the House of Music, Hungary
	19:05-19:35	Bus 2 to the House of Music, Hungary
	19:05-19:35	Social Program: Tour of the House of Music Group 1 - Tour of the House of Music
	19:35-20:05	Group 2 - Tour of the House of Music. Parallely: Reception before the Gala Dinner
	20:05	Gala Dinner

Please find below a map showing the transfer bus stop to the House of Music

