



















Day 2, 2 October 2024

	09:00–09:05		<b>Conference Opening &amp; Sharing Information</b> <b>Ms Brigitta Kocsis-M.</b> , Event Moderator
	09:05–09:20		<b>Responsibility in the AI Creation Process</b> <b>Mr Péter Lábod</b> , Vice-President, Hungarian Intellectual Property Office
Copyright Challenges of Generative AI	09:20–10:20		<b>Remuneration for Rightholders. Why and How?</b> Roundtable Discussion
			<b>Mr András Szinger</b> , Director General, Hungarian Copyright Collecting Society
			<b>Mr Lodovico Benvenuti</b> , Director of Multilateral Relations, and Regional Director Europe, International Federation of the Phonographic Industry
			<b>Ms Angela Mills Wade</b> , Executive Director, European Publishers Council
			<b>Ms Emilie Anthonis</b> , Senior Vice President Government Affairs, Head of Policy, EMEA, Motion Picture Association Representative of a performing artist association
			<b>Mr Ioan Kaes</b> , General Secretary, Association of European Performers' Organizations (AEPO-ARTIS)
	Moderator: <b>Mr Christophe Geiger</b> , Professor of Law and Director of the Innovation Law and Ethics Observatory, Luiss Guido Carli University, Rome		

Copyright Challenges of Generative AI	10:20–11:00		<b>Cultural Diversity and Generative Artificial Intelligence</b> Roundtable Discussion
			<b>Ms Emmanuelle du Chalard</b> , Head of Copyright Unit at European Commission
			<b>Ms Lucie-Aimée Kaffee</b> , EU AI Policy Lead and Applied Researcher at Hugging Face
			<b>Ms Ellen van Keer</b> , Heritage Data Expert of Meemoo
			Moderator: <b>Mr Péter Mezei</b> , Professor of Law, Deputy Head of the Institute of Comparative Law and Legal Theory, Faculty of Law and Political Sciences, University of Szeged
	11:00–11:30	<b>Coffee Break</b>	
AI IT Tools in IP Offices	11:30–12:00		<b>AI in the Operation and Services of IP Offices (Search Tools, Customer Service, Awareness Raising)</b>
			<b>Mr Angel Aledo Lopez</b> , Chief Technology Officer at European Patent Office, on the topic of AI in the Operation and Services of IP Offices
			<b>Mr Mladen Mitić</b> , Assistant General Manager, Business Delivery & Architecture, Innovation & Technology Group (ITG), IP Australia

AIIT Tools in IP Offices	12:00–12:40		<b>Data Security Questions related to AI and Cloud Technology</b> Roundtable discussion
			<b>Mr Jeremy Rollison</b> , Head of EU Policy & Senior Director, European Government Affairs, Microsoft
			<b>Ms Ana Arredondo</b> , Director of Information Technology at the Spanish Patent and Trademark Office (OEPM)
			<b>Mr Josef Fleischmann</b> , Group Leader, Patent Examination at the German Patent and Trademark Office
			Moderator: <b>Mr Tivadar Bognár</b> , Digitisation and Development Director, Hungarian Intellectual Property Office
	12:40–12:50		<b>Q&amp;A</b>
Closing remarks	12:50–13:00	<b>Summary &amp; Closing</b>	
	13:00–14:30	<b>Lunch</b>	
Social program	16:00–17:00	<b>Tour of the Building of the Hungarian Parliament</b>	