[European IPR Helpdesk Annual Event: Digital Transformation - IP and Blockchain Technologies](#)

Date:

Wednesday, 12.12.2018

Time:

15:00 - 18:00

Location:

Polis office, Rue du Trône 98, Brussels

Host:

European IPR Helpdesk

Speaker:

Various

Blockchain has for too long been associated solely with the digital currency Bitcoin. But what is Blockchain technology? What makes Blockchain technology a disruptive innovation?

What's the impact of Blockchain technology on Intellectual Property and the protection of it?

Blockchain ledgers create time-stamped records that cannot be retroactively altered. This makes them an ideal solution for proving when a given piece of work was first created and used. Such a system could eliminate doubts about who created a piece of IP, making it easier for creators to enforce their rights when instances of infringement occur. The impact of the underlying technology in the numerous Blockchain protocols is certain to have a tremendous bearing on how we do business in the future. Already, the most important stakeholders in IP consider Blockchain technology a potential game changer for IP-intensive industries.

The European IPR Helpdesk warmly invites you to participate in its Annual/Stakeholder Event in Brussels focusing on the role of IP with regard to latest technology trends in the field of Blockchain.

When?

12 December 2018, 15:00-18:00

Where?

Polis Office
Rue du Trône 98
1050 Brussels

The Annual Event with its lectures will raise awareness and launch an open exchange of views regarding the role of Blockchain technology in the future of IP.

Key talks will give you the opportunity to look at this hot topic from various perspectives. The UK-based law experts Ruth Burstall and Birgit Clark will explain the potential impact of Blockchain technology on the IP-intensive industries. The European Patent Office will share the lessons learned from their Blockchain conference which takes place just a few days before our Annual Event. SIM Powerchain from the Netherlands will present its experiences in combining technology with content for smart contracts, and act as validators of the information uploaded to the Powerchain – with a particular focus on FMCG (fast moving consumer goods). And, last but not least, we are very glad that the Austrian SME Vaultitude will demonstrate best practice in how to use Blockchain's notary-like characteristics to make IP protection safer, faster, cheaper and more convenient. The event will be an ideal opportunity to exchange ideas and information related to an emerging field of future IP protection.

With the current European IPR Helpdesk project coming to an end in December, the programme will be rounded off by a presentation of the team's key achievements over the past four years, aiming to encourage further exchange and discussion during a get-together following the event.

Join us to learn and discuss how distributed ledger technology, or Blockchain, may be used for protection of IP and to complement (or revolutionise) traditional IP management strategies.

Programme:

15:00 - Welcome and Opening

European Commission, DG GROW, Deputy Head of Unit, Industrial Property and the Fight against Counterfeiting - Harrie Temmink

15:10 - Introduction to IP and Blockchain technology

Alex Weir, IP Expert

15:20 - Blockchain and IP-intensive industries

Ruth Burstall and Dr Birgit Clark, Baker McKenzie law firm, London

16:00 - Key findings of the European Patent Office (EPO) "Patenting Blockchain" conference on 4 December 2018

Pia Björk, Director EPO, Munich

16:30 - Coffee Break

16:45 - Best Practice – Powerchain, the next generation of Blockchain-supported SIM solutions

Ferry Mulder, SIM – Supply Chain Management, Alkmaar

17:15 - Best Practice - How to protect ideas with Blockchain technology

Dr Dominik Thor, Vaultitude, Vienna

17:45 - Achievements of the European IPR Helpdesk

Léa Montesse, European IPR Helpdesk coordinator

18:15 - Closure and Get-Together

We are looking forward to seeing you!

[Calendar](#)