

## Registration Form

Milan – November 25, 2019  
Palazzo del Senato  
Via Senato 10

### UNION ROUND TABLE FASHION, IP AND NEW TECHNOLOGIES

Yes, register me for the Round Table .....

Yes authorize UNION-IP to:

1. use the provided information to keep the participant informed of future UNION-IP events

and 2. use photographic material recognizably showing the participant in UNION-IP publications

Name

.....

Surname

.....

Title: .....

Office/Company .....

Street.....

ZIP ..... City .....

Country.....

Tel. .... Fax .....

E-mail: .....

Date ..... Signature.....

Fee: € 60 for UNION members and € 100 for non - members.

Payment by bank transfer to the following account name:

UNION-IP

Name: KBC BRUSSELS

Reason : Your Surname and Name, Milan RT 251119

IBAN: BE08 7360 4195 7113

BIC: KREDBEBB

on or before: **November 20, 2019**

Accommodation is not provided

Please send the completed form to the Secretariat of the Round Table c/o:

Monia Baccarelli

([mbaccarelli@quorumlegal.com](mailto:mbaccarelli@quorumlegal.com))

## WHAT IS “UNION-IP”

UNION-IP is an association of practitioners in the field of Intellectual Property, that is, of individuals whose principal professional occupation is concerned with Patents, Trade Marks or Designs and related subjects and who carry on their profession independently or as employees. UNION-IP is a private, free, international association that is not dependent on any national or international authority: it approves its own members, in accordance with its statutes, in total independence, and likewise decides on its own activities and its own budget. It aims on the one hand to work continually on current developments in Intellectual Property in Europe, especially by making early submissions during the preparation of proposed laws and treaties with the intention of influencing them; and on the other hand to devote itself to the improvement of professional and personal understanding between European practitioners in the Intellectual Property field in different countries and different branches of the profession.

### For more information:

[http:// www.union-ip.org](http://www.union-ip.org)

DATA PROTECTION: By registering for the event the participant authorizes UNION-IP to hold and process the provided personal information and to pass on said information to any third party where such may be required for the efficient administration of the event. UNION-IP never rents or sells any personal information to any other company or organization.

CLE IP Attorney program: 3 Credits in TM and Patent

CLE Bar Association program: in progress



OF EUROPEAN PRACTITIONERS IN INTELLECTUAL  
PROPERTY  
EUROPÄISCHER BERATER FÜR GEISTIGES EIGENTUM  
DES PRATICIENS EUROPÉENS EN PROPRIÉTÉ  
INTELLECTUELLE

## ROUND TABLE

## FASHION, IP AND NEW TECHNOLOGIES

**November 25, 2019**

**Milano**

**Palazzo del Senato**

**Via Senato 10**

Organized by the Litigation Commission of  
UNION-IP

# ROUND TABLE PROGRAM

## 14.00 Registration

### 14.30 Welcome address

Monia BACCARELLI

*UNION-IP* Litigation Commission  
President

### 14.40 Artificial Creativity

Vittorio DI TOMASO

*CELI Language Technology* - Co-founding  
partner

### 15.10 A glimpse into some applications of digital tools and technology to the fashion industry

Chiara GAROFOLI

*GOOGLE* - Senior Legal Counsel  
International Litigation

### 15.40 Hitachi IP strategy for the new era of AI

Atsushi YOSHIMOTO

*HITACHI EUROPE* - Head of IP Operation  
in Europe

### 16.10 Everything You Always Wanted to Create with AI\* (\*But Were Afraid to Do)

Claudio BROGGIO

*SAS* - Acceleration Leader

### 16.40 AI and IP: a fashionable topic

Silvia VITRÒ

*IP COURT OF TURIN* - President

### 17.10 Artificial Intelligence: main trends in the patent field. EPO's view on patentability

Simone BONGIOVANNI

*STUDIO TORTA* – IP Attorney Italian  
Association – Vice President

### 17.40 Q&A - Closing of the Round Table

Monia BACCARELLI

*UNION-IP* Litigation Commission  
President



Nearly one year after the **UNION-IP** Round Table in Munich on Smart IP, this event will mainly focus on new technologies applied to such a creative and “Italian” field as is the fashion industry.

With a very practical approach, experts from the profession, industry and judiciary will highlight practice changes, opportunities and problems arising from the impact of new technologies in this fast-evolving sector.