



ICOMP puts intellectual property into the spotlight

On 23 October, ICOMP's seminar "IP Issues and their Impact on Internet Commerce" attracted over 50 high profile legal experts and EU insiders to the IT Tower in Brussels.

Lord Alan Watson, ICOMP's Chairman, introduced and chaired the seminar, underlining the importance of high standards in internet behaviour, especially in the light of the financial crisis and the expected economic slowdown.

Following Lord Watson's introduction, Mr Jule Sigall took the floor. As Microsoft's Senior Policy Counsel for Copyrights and Trademarks, Mr Sigall pictured the online creative landscape and explained why IPR is important to building that ecosystem. His keynote speech set the scene for the three discussion panels that followed.

The first panel included Mr Brendan Tansey, UK CEO of Wunderman, and Philip Carnell, a Solicitor from Cameron McKenna. Mr Tansey and Mr Carnell addressed the issue of the growing litigation related to trademarks and online commerce, analysing controversial topics such as the sale of brand names as keywords.

The second panel discussed how to protect incentives to innovate in the online market and how to challenge unauthorised use of copyright. This panel included Cécile Despringe, Chief Executive Officer of the Federation of European Film Directors, Merja Karhapää, Chief Legal Officer from Sanoma, Margaret Boribon, Secretary General of Copiepresse, and Alain Strowel from Covington & Burling.

The concluding panel examined cross-industry initiatives to resolve copyright issues. Including experts such as Ross Biggam, Director General of the Association of Commercial Television in Europe and Angela Mills Wade, Executive Director of the European Publisher's Council, the panel pointed out that solutions to the IP issues affecting Internet commerce will rely on a combination of ethical business practices, technological developments and an intelligent legislative framework.

Below you can find the full agenda of the seminar, as well as the introductory remarks by Lord Alan Watson and some pictures of the event.

[Lord Watson's Introductory Remarks](#)

[Event Agenda](#)

Presentations:

[IP and Legal Challenges in Digital Business](#)

[Trade marks and online commerce](#)

[IP Issues and their impact on Internet Commerce](#)

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