



Union Internationale des Avocats  
International Association of Lawyers  
Unión Internacional de Abogados



UNIVERSITÀ  
di VERONA

Dipartimento  
di SCIENZE GIURIDICHE



Seminar presented by the **UIA**,

in collaboration with: **Università degli Studi di Verona**  
**Ordine degli Avvocati di Verona**  
**UGIVI – Unione Giuristi Italiani del Vino e della Vite**  
**AIDV – International Wine Law Association**  
**AIDA – Italian Food Law Association**

# IP Law Tools for Protecting Food Products

## Looking for the Perfect Pairing: Wine as a Case Study

# VERONA

ITALY

Friday, May 27 & Saturday, May 28, 2022

*With a welcome cocktail on Thursday, May 26*

#UIAAgriFoodLaw

#UIAIPLaw





## Bringing Together the World's Lawyers

UIA is the global and multi-cultural organisation for the legal profession, established in 1927 and now with members in 110 countries. UIA facilitates professional development and international exchange of information and ideas, promotes the rule of law, defends the independence and freedom of lawyers worldwide, and emphasizes friendship, collegiality and networking among members.

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THE RULE  
OF LAW

Develop  
YOUR  
NETWORK

Deepen  
YOUR  
KNOWLEDGE

**Join the world's largest international network of lawyers**

**and benefit from a 50% discount on your membership fee during the seminar!**

## ORGANISING COMMITTEE

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## Introduction

In F&B industry many brands stand robust with their unique products, taste, packaging and marketing strategies; others are new entries or are willing to change their marketing strategies or expand their product range. Differently from other industries the starting point are earth, sun, rain, seeds, farming products and vineyards, livestock and fishery products, in an environment constantly under innovation thanks to bio-agriculture and research of novel foods, like meat substitutes, bread made from seaweed and many more wonders.

Relevant massive investments need to be properly backed and safeguarded and IPRs are the solution. Plant variety rights, patents, utility models, business secrets, guarantee trademarks, geographical indications and trademarks play an exceedingly vital role for agri-food business, from the foremost step of growing, breeding or manufacturing to the last steps such as labelling, marketing and branding final products. Corporations and their business consultants are so expected to carefully analyse the more appropriate IP tools to protect efforts in innovation, research, know-how and marketing.

The purpose of this seminar is to analyse basic issues of IPRs in agri-food industry and their practical enforcement in the international context. Legal experts, academics and practitioners will share their experiences and first-hand knowledge of leading cases, with a focus on wine business, even if take-aways apply to many other food products. Winemaking provides a comprehensive case study, starting from the testing and growing of new grape varieties, to business secrets, patents for novel grape harvesting machines and IPRs which guarantee the quality of the product, its geographical origin and link the bottled result to a particular winemaker.

**Mark your diaries now, save the date and make sure to register!**  
**We are looking forward to welcoming you to Verona!**



*The UIA would like to thank the following sponsors:*



## Thursday, May 26

**19:30** Welcome Cocktail

**Dindo, Zorzi & Associati Studio Legale**  
Address Via Leoncino 16, Verona

## Friday, May 27

**08:30 – 09:00** Registration of Participants

**University of Verona**  
Dipartimento Scienze Giuridiche  
Via Carlo Montanari 9, Verona

**09:00 – 09:30** Welcome and Opening of the Seminar

- **Hervé CHEMAULI**, *UIA President, 2C Avocats, Paris, France*
- **Marita DARGALLO NIETO**, *President of the UIA Intellectual Property Law Commission, Buigas, Barcelona, Spain*
- **Diego SALUZZO**, *President of the UIA Agri-Food Law Commission, Grande Stevens Studio Legale Associato, Turin, Italy*
- **Stefano TROIANO**, *Director of the Department of Juridical Sciences, University of Verona, Verona, Italy*
- **Davide ADAMI**, *Vice President Ordine degli Avvocati di Verona, Verona, Italy*

**CHAIR OF THE SESSION: Marita DARGALLO NIETO**, *President of the UIA Intellectual Property Law Commission, Buigas, Barcelona, Spain*

**09:30 – 10:00** Main IP Tools in Food Industry: an Introductory Synopsis

**Speaker:**

- **William CHARRINGTON**, *Farrer & Co, London, UK*

**10:00 – 10:20** Brand Protection in the Food and Beverage Industry: Basic Principles and Leading Cases

**Speaker:**

- **Nicola LATTANZI**, *Pirola Pennuto Zei & Associati, Milan, Italy*

**10:20 – 11:00** ROUND TABLE – Safeguarding Brands in F&B Business

**Speakers:**

- **Martine KARSENTY RICARD**, *JP Karsenty et Associés, Paris, France*
- **Gabriel PRETUS LABAYEN**, *Secretario General Tècnico, DAMM, Barcelona, Spain*
- **Magdalena ZIELIŃSKA-KUĆ**, *WKB Wierciński, Kwieciński, Baehr sp. k., Poznan, Poland*

**11:00 – 11:30** Coffee Break

**11:30 – 12:00** Protection and Enforcement of IP Rights from Frauds: In-House Counsel Role, Namely in Interpol and Europol Commissions

**Speakers:**

- **Simona MUSSO**, *General Counsel Lavazza, Turin, Italy*
- **Andrea CHIANURA**, *IP Counsel, Lavazza, Turin, Italy*

**12:00 – 12:20** Novel Foods and IPRs

**Speaker:**

- **Odra PAPAEO**, *CVPM Legal - Avvocati Associati, Turin, Italy*

**12:20 – 12:40** Plant Variety Rights and New Grapes

**Speaker:**

- **Pedro TENT**, *Garrigues, Valencia, Spain*

**12:40 – 14:00** Lunch

**CHAIR OF THE SESSION: Oreste CALLIANO**, *University of Turin: F&B Marketing Law, Director of CECLÉ (Center of European Consumer Law and Economy), Turin, Italy*

**14:00 – 14:20** Wine Production Market: Global Survey

**Speaker:**

- **Alberto CUGNETTO**, *Confindustria Cuneo, Accademia di Agricoltura di Torino, Cuneo, Italy*

**14:20 – 14:40** Innovation in Cultivation Techniques and in Winemaking: Their Protection in Terms of IPRs

**Speaker:**

- **Paola GELATO**, *Studio Legale Jacobacci & Associati, Turin, Italy*

**14:40 – 15:00** Promotion of Vinality Brand Around the Globe: A Success Story

**Speaker:**

- **Giovanni MANTOVANI**, *CEO Veronafiere S.p.A., Verona, Italy*

**15:00 – 15:20** Jurisdiction, Arbitrability, and ADR Methods for the Resolution of Transnational IP Disputes in the Wine Sector

**Speaker:**

- **Marco TORSELLO**, *University of Verona, Studio Legale Arblit, Milan, Italy*

**15:20 – 15:40** Coffee Break

**CHAIR OF THE SESSION: Stefano DINDO**, *President of UGIVI, Dindo Zorzi e Associati, Verona, Italy*

**15:40 – 16:00** Infringements in Spirits and Wine in the European Union: EUIPO's Jurisprudence

**Speaker:**

- **Stefan MARTIN**, *Member of the Boards of Appeal at EUIPO, Valencia, Spain*

**16:00 – 16:30** Geographical Indications and Their Protection: New Scenarios

**Speaker:**

- **Ferdinando ALBISINNI**, *Universitas Mercatorum, President of AIDA, Rome, Italy*

### 16:30 – 17:00 The Champagne Experience: A Model for a Few Producers or a Model for All?

#### Speaker:

- **Theodore GEORGOPOULOS**, *University of Reims, President of International Wine Law Association (AIDV), Reims, France*

### 17:00 – 17:40 ROUND TABLE – Geographical Indications versus Trademark: What is the Right Solution?

#### Speakers:

- **Gavin LLEWELLYN**, *Stone King LLP, London, United Kingdom*
- **Myriam OTAOLA**, *Isern, Patentes y Marcas, Barcelona, Spain*
- **Maria Katharina RAUCHENBERGER**, *Head of Legal & Compliance, Ruffino (Constellation Group), Florence, Italy*

### 17:40 – 18:00 General Discussion

### 20:30 Optional Dinner

Ristorante Vittorio Emanuele

Piazza Brà 16, Verona

## Saturday, May 28

### 08:30 – 09:00 Registration of Participants

University of Verona

Dipartimento Scienze Giuridiche

Via Carlo Montanari 9, Verona

**CHAIR OF THE SESSION: Diego SALUZZO**, *President of the UIA Agri-Food Law Commission, Grande Stevens Studio Legale Associato, Turin, Italy*

### 09:00 – 09:30 Prosek v Prosecco

#### Speaker:

- **Giuseppe AMBROSIO**, *Direttore Generale MIPAAF – Presidente Gdl Unesco Mipaaf, Rome, Italy*

### 09:30 – 10:00 Branding Port Wine: Crisis, Transformation and the Advent of Modern Brands

#### Speaker:

- **Gonçalo MOREIRA RATO**, *Magalhães Associados Sociedade Advogados, International Wine Law Association (AIDV), Lisbon, Portugal*

### 10:00 – 10:30 Champagne vs Chapanillo

#### Speaker:

- **Anna VILADÁS JENÉ**, *Gómez-Acebo & Pombo, Barcelona, Spain*

### 10:30 – 10:50 Coffee Break

### 10:50 – 11:20 Protection of IPR's in Chinese Wine Market: New China Trademark Examination Guidelines

#### Speakers:

- **Roberto GILARDINO**, *Horizons Advisory, Shanghai, P.R.China*
- **Lucia Myriam NETTI**, *Horizons Advisory, Turin, Italy*

### 11:20 – 11:40 How to Identify Fake Wines, Fine Wines Namely Included

#### Speaker:

- **Conte Gelasio GAETANI D'ARAGONA LOVATELLI**, *Head of Wannenes Auction's House Wine Department, wine writer and historical wine producer in Montalcino, Rome, Italy*

### 11:40 – 12:20 Climate Changes and Future of Geographical indications

#### Speakers:

- **Michael REESE**, *Vice President Agri-Food Law Commission, Reese LLP, New York, United States*
- **Alberto CUGNETTO**, *Confindustria Cuneo, Accademia di Agricoltura di Torino, Cuneo, Italy*

### 12:20 – 12:30 Closing Remarks

### 12:30 – 13:15 Transfer by Bus to Soave (Together with Interested Companions)

### 13:15 – 14:15 Optional Lunch

Locanda Ai Capitelli

Via Monti 2, Soave

### 14:15 – 15:30 Visit of Soave Town and Castle (<http://www.soaveturismo.it/?lang=en>)

### 15:30 – 16:30 Visit to Pieropan Winery and Cellar (<https://www.pieropan.it/en>)

### 16:30 – 17:30 Wine Tasting

### 17:45 – 18:30 Transfer Back by Bus to Verona

## In Verona, a health protocol will allow you to participate in the seminar in complete safety:

- ➔ **Masks must be worn** throughout the seminar area, in the session room.
- ➔ In the session room, UIA will enforce **social distancing**.
- ➔ **Hand sanitizer** will be available at the entrance to the room and will be available in the busy areas of the seminar.



Compulsory face coverings



Hand Sanitizer available



Social distancing in each room

UIA has been regularly monitoring the health situation in Italy. You can also find out more by visiting the Italian Government website here. **The health of our participants remains our top priority.**



# GENERAL INFORMATION

## SEMINAR VENUE

**University of Verona**  
Dipartimento Scienze Giuridiche  
Via Carlo Montanari 9  
Verona, Italy

## CONTINUING LEGAL EDUCATION

Every participant attending the seminar will receive a "Certificate of Participation" at the end of the event that may be used to obtain "Credits" for "Continuing Legal Education" – "Continuing Professional Development" purposes, depending on national rules. For more information, please contact the UIA.

## LANGUAGE

The working language will be **English** without simultaneous translation.

## HOTEL RESERVATION

A limited number of rooms have been pre-booked at a preferential rate. Reservations should be made directly through the hotel. Credit card details must be given in order to secure your reservation. Please note that the number of rooms is limited. We recommend that you proceed with your reservations as soon as possible.

### HOTELS

**HOTEL NH 5\***  
Via Adua 6, Verona, Italy  
T +39 04 58 06 23 11 E nhcollectionverona@nh-hotels.com

To book a room at Hotel NH please use the following link <https://www.nh-hotels.it/event/congresso-avvocati-uia>

**HOTEL ACCADEMIA 4\***  
Via Scala 12, Verona, Italy  
T +39 04 55 96 222 E info@hotelaccademiaverona.it

Please specify that it is for the "UIA Seminar 2022" – n 47705

**HOTEL AURORA**  
Piazzetta XIV Novembre 2, Verona, Italy  
T +39 04 55 94 717 E info@hotelaurora.biz

Please specify that it is for the "UIA Seminar 2022"

## REGISTRATION FEES

	On or before April 27	From April 28
*Amounts exclusive of VAT		
UIA MEMBER	<input type="checkbox"/> € 300*	<input type="checkbox"/> € 350*
UIA MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 250*	<input type="checkbox"/> € 300*
NON-MEMBER	<input type="checkbox"/> € 350*	<input type="checkbox"/> € 400*
NON-MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 300*	<input type="checkbox"/> € 350*

### Fees include:

- Attendance at all working sessions
- Welcome cocktail on May 26
- Lunch on May 27
- Seminar documentation
- Coffee breaks on May 27 & 28

The dinner on May 27 and the lunch and excursion on May 28 are optional and at additional charge of Euro 65 and Euro 100 per person respectively

\* The VAT (22%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 28, 2006. **If you provide an EU VAT ID number, the VAT will not be charged.** For more information, please contact the UIA.

\*\* Please attach proof of age to the registration form to benefit from young lawyers fee.

Please note that the number of places at the seminar is limited. The organisers reserve the right to refuse registrations in the event of excess applications.

In order for your name to appear in the list of participants, which will be distributed during the seminar, your registration form must be received by **May 20** at the latest. An updated electronic list will be sent by email to all the participants after the seminar.

### RATES

Single Room € 290  
Double Room € 290

Breakfast included and taxes excluded

Single Room € 215  
Double Room € 225

Breakfast included and taxes excluded

Single Room € 160  
Double Room € 180

Breakfast included and taxes excluded

# CANCELLATION AND GENERAL CONDITIONS

## CANCELLATION CONDITIONS

All cancellations will be subject to a 50% deduction and will have to be sent in writing, to be received by the Union Internationale des Avocats **no later than April 27, 2022**.

No refund will be made for cancellations received after this date.

## VISAS

Anyone who requires a visa invitation letter in order to attend the seminar should register and pay their registration fees **no later than April 27, 2022** to ensure there is enough time to obtain a visa.

All cancellations will be refunded in full, minus €50 + VAT to cover administrative costs, provided that the UIA has received the registration documents and total registration fees **no later than April 27, 2022**.

If you register after this date, only 50% of the amount paid minus €50 + VAT to cover administrative costs will be refunded for cancellations due to visa refusals.

All cancellations due to a visa refusal must be sent in writing and reach the UIA **before the seminar**. Cancellations must be accompanied by a **proof of visa refusal**.

If your visa is issued after the seminar date or if you do not have proof of visa refusal, you will not be entitled to a refund.

## COVID-19

For any cancellation of onsite participation after May 9, 2022, a credit voucher or a full refund of the registration fees\* will be offered in the following cases:

- if you test positive for Covid-19 less than 14 days before the Seminar (a medical certificate or a proof of positive test result will be required);
- border shutdown by French government or by your country's government;
- if country where you live is under lockdown.

For any other reason, the standard cancellation policy will apply.

(\* ) If you wish, part of the amount paid for the seminar can be carried forward to another UIA event or refunded.

Should the onsite seminar be cancelled due to Covid-19 concerns, participants will be able to request a credit voucher or a full refund of their registration fees.

If a virtual alternative is offered, part of the amount paid for the onsite seminar can be used for the virtual seminar. The remaining amount can be carried forward to another UIA event or refunded.

## GENERAL CONDITIONS

All registrations received by the Union Internationale des Avocats (UIA) along with the full payment of fees corresponding to the events selected will be confirmed in writing.

The UIA reserves the right to cancel or postpone the seminar to a later date, change the seminar venue and/or programme, make any corrections or modifications in the information published in the seminar programme and cancel any invitation to participate in the seminar, at any time and at their entire discretion, without having to provide any reasons for the same.

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature, suffered (directly or indirectly) by a delegate, accompanying person or a third party following any cancellations, changes, postponements or modifications.

**The UIA strongly advises participants to subscribe to modifiable and/or refundable services, as well as to take out a cancellation insurance.**

Neither the UIA, nor any of its managers, employees, agents, members or representatives shall be held responsible for any loss or damage, of any nature whatever, suffered (directly or indirectly) by a delegate or accompanying person, except in case of death or personal injury due to gross negligence by the UIA.

The contractual relations between the UIA and each participant (delegate or accompanying person) in relation to the seminar are subject to French law and jurisdiction, to the exclusion of any other law. Paris is the city of jurisdiction.

## FORMALITIES

It is the responsibility of participants to ensure compliance with police, customs and health formalities for their journey. Participants unable to take part in the seminar because of their inability to take a flight or any other means of transportation due to being unable to provide the documents required (passport, visa, vaccination certificate, etc.) cannot claim any reimbursement.

## FORCE MAJEURE

"Force majeure" means any events external to the parties, of both an unforeseeable and insurmountable nature that prevents either the client or the participants, or the agency or service providers involved in organising the seminar, from executing all or part of the obligations provided for in the present agreement. By express agreement, such will be the case in the event of a strike affecting the means of transport, hotel staff, air traffic controllers, an insurrection, a riot or any prohibition whatsoever decreed by governmental or public authorities.

It is expressly agreed that for the parties, a case of force majeure would suspend the execution of their reciprocal obligations. At the same time, each of the parties shall bear the burden of all the expenses incumbent upon them, resulting from the case of force majeure.

## HEALTH

The organisers decline any responsibility in case of any health problems existing prior to the seminar that may lead to complications or be aggravated during the entire period of the stay: pregnancy, cardio-vascular problems, any allergies, special diets, any disorders under treatment and not yet consolidated on the day the seminar starts, psychic or mental or depressive illness, etc. (Non exhaustive list).

## PERSONAL DATA PROTECTION

The personal data that you communicate to us shall be processed by the International Association of Lawyers (UIA – Union Internationale des Avocats), with its registered office at 9 rue du Quatre-Septembre, 75002 Paris (Tel: +33 1 44 88 55 66 - Fax: +33 1 44 88 55 77 - [privacy@uianet.org](mailto:privacy@uianet.org)), in accordance with Act No. 78-17 of January 6, 1978 relating to data, files and freedoms and Regulation No. 2016/679 on data protection, as of its entry into force on May 25, 2018. Your data will be managed by UIA's General Services, Events and Accounts Section:

- For the purpose of administering your registration for the event and your on-site access to the event;
- In order to pay for the selected services - your bank details will be deleted after receipt of your payment;
- In order to communicate information messages from UIA.

To the extent necessary for the execution of their respective tasks, our subcontractors in charge of our seminar organisation, our IT infrastructure, our management, the production and maintenance of our website and extranet, are likely to gain access to your data from time to time. Their servers are located in the European Union.

Data relating to your participation in the event shall be stored for a period of 10 years. We are obliged to archive billing data until the end of the period required for our tax and accounting obligations, i.e. for 7 full tax years. We shall store your contact information to keep you informed until you ask us to stop. You have the right to access your data and have it corrected if necessary.

You may object to any processing of your data undertaken by us for the purposes of our legitimate interests. If you wish for more information, or to lodge a complaint, please contact CNIL (French Data Protection Authority).



Union Internationale des Avocats  
International Association of Lawyers  
Unión Internacional de Abogados

## IP Law Tools for Protecting Food Products: Looking for the Perfect Pairing: Wine as a Case Study

VERONA, ITALY

FRIDAY, MAY 27 & SATURDAY, MAY 28, 2022

Register online at: [www.uianet.org](http://www.uianet.org)

or please complete and return this form, by email to: [uiacentre@uianet.org](mailto:uiacentre@uianet.org)

**UIA (International Association of Lawyers)**

Tel: +33 1 44 88 55 66 ■ Fax: +33 1 44 88 55 77 ■ Email: [uiacentre@uianet.org](mailto:uiacentre@uianet.org)

Family Name: .....

First Name: .....

UIA Identification number (if you already have one): M I \_ \_ \_ \_ \_

Firm: .....

Address: .....

Post Code: ..... City: .....

Country: .....

Tel: ..... Fax: .....

Email: .....

Date of Birth: .....

EU VAT ID-Number: .....

Special requests (special diet, allergies, handicap...): .....

Arrival/departure times & flight numbers: .....

Hotel: .....

### A. SEMINAR REGISTRATION FEES

*Amounts exclusive of VAT	On or before April 27	From April 28
UIA MEMBER	<input type="checkbox"/> € 300*	<input type="checkbox"/> € 350*
UIA MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 250*	<input type="checkbox"/> € 300*
NON-MEMBER	<input type="checkbox"/> € 350*	<input type="checkbox"/> € 400*
NON-MEMBER - YOUNG LAWYER (<35)**	<input type="checkbox"/> € 300*	<input type="checkbox"/> € 350*

\* The VAT (22%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 28, 2006.

**If you provide an EU VAT ID number, the VAT will not be charged.** For more information, please contact the UIA.

\*\* Please attach proof of age to the registration form to benefit from young lawyers fee.

## B. SEMINAR SOCIAL ACTIVITIES

Please indicate below whether you plan to attend the following events **included** in the cost of your registration.

- Welcome Cocktail Reception – Thursday, May 26                       Lunch – Friday, May 27

## C. OPTIONAL ACTIVITIES

(**not included** in the registration fees)

- Optional Dinner – **Friday, May 27**  
• **Please book** ..... **person(s) for the dinner**                      € 65 (Excl. VAT) x \_\_\_ / pers .....
- Optional Lunch & Excursion – **Saturday, May 28**  
• **Please book** ..... **person(s) for the lunch & excursion**                      € 100 (Excl. VAT) x \_\_\_ / pers .....
- TOTAL (A + VAT) €** .....

## D. TOTAL

**TOTAL (A) Excl. VAT** – Registration Fees                      € .....

**TOTAL (C) Excl. VAT** – Optional Dinner & Optional Lunch & Excursion                      € .....

**TOTAL (A+C) Excl. VAT €** .....

**VAT if applicable (22%)\* €** .....

*If you provide an EU VAT ID number, the VAT will not be charged.*

**TOTAL (A + C + VAT) €** .....

*\* The VAT (22%) can be applied to the amount stated above according to the European Directive 2006/112/CE of November 28, 2006. If you provide an EU VAT ID number, the VAT will not be charged. For more information, please contact the UIA.*

## E. CANCELLATION CONDITIONS AND GENERAL CONDITIONS

I, the undersigned, confirm having read and accepted the cancellation policy and the general terms and conditions given on page 6 of the registration programme. My registration will only be taken into account after receipt of my payment.

The participant is aware that his/her image and/or voice may be recorded or filmed during the entire duration of the seminar and, by signing this registration form, grants UIA the right to use, reproduce and distribute the concerned images and recordings by any known or unknown means and on all types of media, for an unlimited duration, completely free of charge.

The undersigned acknowledges having been informed of the processing of the personal data contained in this form by UIA, as detailed on page 6 of the registration programme.

## F. METHOD OF PAYMENT

- By bank transfer in €, without charges to the payee, in favour of the Union Internationale des Avocats, quoting “**2022 Verona Seminar**”, to the following bank and account:

**Société Générale – Paris Elysées Entreprise – 91 avenue des Champs Elysées – 75008 Paris – France**

**BIC / SWIFT N°: SOGEFRPP**

**IBAN: FR76 3000 3033 9200 0503 4165 164**

**Kindly attach a copy of your bank transfer order to your registration form**

- By credit card:                       Visa                       Mastercard

Card N°: \_\_\_\_\_                      Expiry date: \_\_/\_\_/\_\_                      3 digits: \_\_\_

Name of card holder: .....

I authorise the Union Internationale des Avocats to debit the above mentioned credit card in the amount of € (EUR) .....

Date: ..... / ..... / .....

Signature: .....