



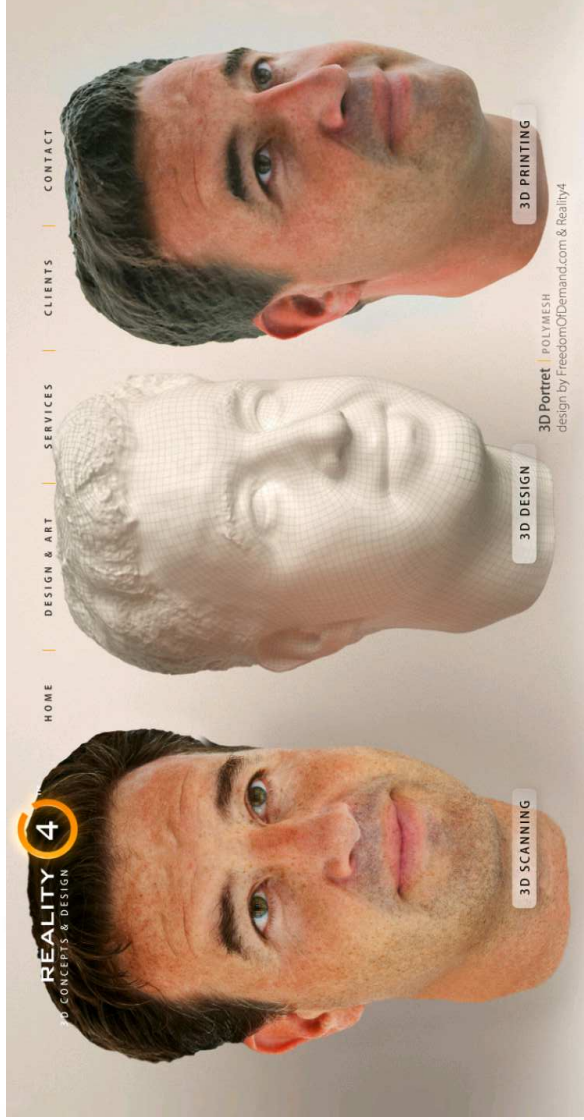
**HOFHUIS
ALKEMA
GROEN
ADVOCATEN**

The Future of Intellectual Property

Jesse Hofhuis
BMM Voorjaars-
vergadering 2014
27 maart 2014

Your near future

- New Chinese trademark law
- Willem Hoyng
- Economic contribution of IP intensive Industries
- 3D printing
 - Practice
 - Legal



First half of the morning

- | | |
|---------------|------------------------------------------------------------------------------------------|
| 09.15 – 9.45 | Onno Ponfoort, Berenschot
“Is the Market Ready for 3D printing?”
(EN) |
| 09.45 – 10.30 | Arvid van Oorschot, Freshfields
“What is the relevance of 3D printing
for IP?”(NL) |
| 10.30 – 10.45 | Coffee break |

Until lunch

- 10.45 – 11.30 Nathan Wajzman, OHIM
“Results of the study ‘Intellectual Property Rights intensive industries: contribution to economic performance and employment in Europe’ carried out jointly by EPO and OHIM” (EN)
- 11.30 - 12.45 General membership meeting
- 12.45 – 14.00 Appetizer and lunch

Afternoon

- | | |
|---------------|----------------------------------------------------------------------------------------------|
| 14.00 – 14.45 | Willem Hoyng, Hoyng Monegier
“40 years IP Lawyer - 40 years
BMM – IP Law in 2054” (NL) |
| 14.45 – 15.15 | Plenary discussion |
| 15.15 – 16.00 | Bei Tang, Gevers (FR)
“The New Chinese Trademark Law” |
| 16.00 – 16.30 | Closing and drinks |

Statement 1

- 3D printing is just another production method, no new rules or regulations are required

Statement 2

- 3D printing shall lead to the abolishment of the home copying exception for three dimensional objects

Statement 3

- The individualization of reproduction processes will result in new enforcement measures for right holders
 - Ex parte obtainable right to monitor internet use of IP suspect individuals?
 - Hardware requirements to keep accurate accounts of use history with ex parte obtainable right to copy these accounts?
 - Other?

Statement 4

- The growing public concern on privacy protection will be of greater influence on the legislation process than the growing economic contribution of IP intensive industries

Statement 5

- The IP intensive industries will inevitably come up with new earning models
 - Cheap alternative databases (e.g. a Spotify for printable designs)
 - Competition on branding, quality and production price
 - Home copying levies

Afternoon

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