



22 November 2019 | 13:00-18:45
Bocconi University | Room 35
Via Sarfatti 25 - Milan

PROGRAMME

13:00-13:45 REGISTRATION AND WELCOME COFFEE

13:45-14:00 WELCOME REMARKS

Alina Trapova Researcher at Bocconi University

Aura Bertoni Academic Fellow at Bocconi University

Gaetano Dimita Senior Lecturer in International Intellectual Property Law, Centre for Commercial Law Studies, Queen Mary University of London

14:00-15:00 INTELLECTUAL PROPERTY LAW

Games as complex IP ecosystems and Trademark protection,

Alessandro Cimaschi Legal & Business Affairs Team at Sony Interactive Entertainment Europe

The reproduction of Italian cultural heritage assets in videogames

Nicoletta Serao Associate at Insight Studio Legale

Videogames and digital content distribution in Italy

Gianluca Campus Senior Legal Counsel Technology & IP at Sky Italia

15:00-16:00 CONTENT REGULATION, CLASSIFICATION AND CONSUMER PROTECTION

Videogames and consumer protection

Marina Catalozzi Official at AGCM

The new Italy specific videogame classification system

Giulio Votano Vice-director Audiovisual Content and Media Directorate at AGCOM

16:00-16:45 COFFEE BREAK

16:45-17:30 CONTRACTS & PRIVACY

The use of US agreements models in the EU

Olivier Oosterbaan Partner at Leopold Meijnen Oosterbaan Advocaten

Right to be forgotten

Michal Pȩkala Senior Associate at Linklaters

17:30-18:45 ESPORTS; REGULATION, CONTRACT AND GLOBAL APPROACHES [PANEL DISCUSSION]

Speakers:

Andrea Rizzi Partner at Insight Studio Legale

Ionuț Lupsa Partner at Lupsa & Asociatii

Alessandro Coni Sports & Entertainment Legal Counsel at Sky Italia

Anna Stanishevskaya Legal Counsel at Vizor Games LLC and Legal Advisor for Nemiga Gaming Esport team

18:45 CLOSING REMARKS