

Sygnat Association

requests the honour of your presence at the Congress:

**Protecting Intellectual Property on the Internet.
Poland's strength or weakness?****8 December 2014****9.00 – 15.30****Och-Teatr**

ul. Grójecka 65, Warszawa

Participation is free of charge

R.S.V.P.: e-mail: magdalena.pilipiuk@sygnal.org.pl | tel.: +48 22 848 51 29**AGENDA | Protecting Intellectual Property on the Internet. Poland's strength or weakness?**

9.00–9.20	Registration
9.20–9.30	Opening of the congress Teresa Wierzbowska President, Sygnat Association
9.30-9.45	The first presentation of the report Prospects for development of online video in Poland Paweł Kolenda Research Director, IAB Polska
9.45–10.45	Discussion Panel: Intellectual Property Theft. Business and investment perspective <ul style="list-style-type: none">Who pays and what is the cost of the IP theft?What is the scale of piracy?Threats and consequences of the IP theft for culture, sports and mediaHow business community and institutions may run a joint anti-piracy education campaign? Moderator: Jakub Kurasz Communication Director, PwC Panellists: Maciej Maciejowski Member of the Management Board, TVN Agnieszka Odorowicz Director, Polish Film Institute Maciej Stec Member of the Management Board, Cyfrowy Polsat Julien Verley President of the Management Board, nc+ Marcin Animucki Vice President of the Management Board, Ekstraklasa SA
10.45–11.00	Coffee break
11.00–12.00	Discussion panel: The role of law in the effective protection of the Intellectual Property. International perspective <ul style="list-style-type: none">The challenge of the trans-border nature of piracyInternational cooperation in the fight against piracyClosing the legal loopholes and making sanctions imminentHow other countries fight against piracy? Moderator: Marek Szydłowski Director of Legal Department, TVN Group Panellists: Wojciech Dziomdziora Counsel, Domański Zakrzewski Palinka Anna Kobylańska Counsel, PwC Legal Dr Benjamin Vollrath Senior Legal Counsel, Turner Broadcasting System
12.00–12.15	Coffee break
12.15–13.15	Discussion panel: Technical methods for protecting Intellectual Property on the Internet. Experience of the EU member states <ul style="list-style-type: none">Is effective monitoring of the Internet possible?How to protect television signal against theft?What technologies enable identification of the source of illegal television signal streaming? Moderators: Piotr Niemczyk Expert in fight against crime, owner of Niemczyk i Wspólnicy consultancy Jarosław Mojsiejuk Security Director, Cyfrowy Polsat S.A. Introduction: Eric Bärenzung Senior Consultant – Cyber Security, Nagra Kudelski Group, Switzerland Panellists: Jarosław Kordalewski Vice President of the Management Board for Technology and IT, nc+ Marcin Przasnyski owner of Anti-Piracy Protection Piotra Smaga Manager, MTS Friend Limited; VP, Strategic Partnerships Covent Garden, London Representative of the Police Headquarters
13.15–14.00	Lunch
14.00–15.00	Discussion panel: How to effectively counter Intellectual Property Theft? <ul style="list-style-type: none">What measures and methods are used to counter Intellectual Property theft? Local and international experience.Could the fight against piracy be effective?What are the limitations to countering Intellectual Property theft?What is the role of the government in developing tools to help protect intellectual property rights? Moderator: Robert Stanilewicz Journalist, TVN 24 Panellists: Karol Kościński Director of the Department of Intellectual Property and Media, Ministry of Culture and National Heritage Dariusz Kuberski Prosecutor, Appellate Prosecutor's Office in Gdańsk Włodzimierz Schmidt President, Association of IT Employers IAB Polska Teresa Wierzbowska President, Sygnat Association Bartłomiej Witucki Representative of BSA in Poland
15.00–15.30	Questions & Answers
15.30	Closing of the Congress