



## “Online brand protection”

Barcelona - 22nd May



**ECIJA** and **MFSD Intellectual Property Dispute Resolution Center** are glad to invite you to the reception and short seminar during INTA 2017: “**Online brand protection**”.

**6:00 - 6:10 - Welcome speech of ECIJA**

**6:10 - 6:25 - Trademarks & Domain names in the new digital scenario**

**Alejandro Touriño**, Managing Partner at ECIJA, UDRP Panelist, URS Examiner

**6:25 - 6:40 - MFSD Intellectual Property Dispute Resolution Center. The new generic Top-Level domain names and the first experiences of their registration.**

**Pierfrancesco C.Fasano**, Attorney -at-law in Italy, Mediation Case Manager and Scientific Director Mediation Training Center of MFSD, .eu Panelist, .it Arbitrator.

**6:40 - 6:55 - Right protection mechanisms: the new Uniform Rapid Suspension system (URS) and the longstanding Uniform Domain Name Dispute Resolution Policy (UDRP) - how to choose the right proceeding?**

**Ivett Paulovics**, Attorney-at-law in Italy and Hungary, URS Domain Name Dispute Case Manager of MFSD, UDRP Panelist.

**6:55 - 7:00 - Closing remarks and Q&A**

**7:00 - Cocktail**

**22 MAY 2017, STARTING FROM 6 P.M**  
ECIJA Barcelona - Av. Diagonal 458, 8th Floor, 08006 Barcelona

In order to attend the event, please send an email to [ffontcuberta@ecija.com](mailto:ffontcuberta@ecija.com)