

Anmeldegebühren CHF 250. –
(Im Preis inbegriffen sind sämtliche Verpflegungen während der Tagung sowie die Tagungsdokumentation)

„Early Bird“ CHF 200. –
(Anmeldung bis am 15. Juni 2017)

Assistenten sowie Anwaltspraktikanten
(ohne Verpflegung) CHF 100.–

Studierende (obligatorische Anmeldung) können gratis an der Veranstaltung teilnehmen, müssen aber ihre Verpflegungskosten selber übernehmen.

Vereinsmitglieder von STOP PIRACY

Pro Mitglied von STOP PIRACY ist die Teilnahme für bis zu zwei Personen gratis, ab dem dritten Teilnehmer sind die ordentlichen Tagungsgebühren zu entrichten (keine Offerte „Early Bird“).

Anmeldefrist
25. August 2017

Anmeldung
Online via: www.publications-droit.ch, per Mail an droit.formation@unine.ch (bitte geben Sie bei der Anmeldung an, an welchem Workshop Sie teilnehmen wollen und ob Sie am Apéro am Ende der Tagung teilnehmen).

Bei schriftlicher Abmeldung bis zwei Wochen vor Durchführung der Tagung werden keine Tagungsgebühren verrechnet.

Fragen
Faculté de droit
Université de Neuchâtel
Secrétariat - Formation
Avenue du 1^{er}-Mars 26
2000 Neuchâtel
Tel. 032/718 12 22
E-mail : droit.formation@unine.ch

STOP PIRACY
Schweizer Plattform gegen Fälschung und Piraterie
Stauffacherstrasse 65/59g
3003 Bern
Tel. 031/377 72 66
E-mail info@stop-piracy.ch

Finances d'inscription CHF 250. –
(Le prix comprend la pause déjeuner, les pauses-café et la documentation)

« Early Bird » CHF 200. –
(inscription jusqu'au 15 juin 2017)

Assistants et avocats-stagiaires
(sans restauration) CHF 100. –

Les étudiants (inscription obligatoire) peuvent assister gratuitement à la manifestation, mais doivent prendre en charge leurs pauses et le repas de midi.

Membres de l'association STOP A LA PIRATERIE

Pour chaque membre de STOP A LA PIRATERIE, la participation est gratuite pour deux personnes. À partir du troisième participant, les frais d'inscription ordinaires sont dus (pas d'offre « Early Bird »).

Délai d'inscription
25 août 2017

Inscription
En ligne via www.publications-droit.ch, par courriel à droit.formation@unine.ch (Veuillez indiquer, lors de l'inscription, à quel workshop vous souhaitez participer et si vous participerez ou non à l'apéritif).

Aucun coût n'est facturé en cas d'annulation par écrit jusqu'à deux semaines avant le colloque.

Questions
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STOP A LA PIRATERIE
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Plate-forme suisse de lutte contre la contrefaçon et la piraterie

lice - institut de lutte contre la criminalité économique
leg - faculté de droit 

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UNIVERSITÉ DE NEUCHÂTEL

[PI]²
Pôle de propriété intellectuelle et de l'innovation

Conference STOP PIRACY

Best practices in the fight against counterfeiting and piracy
The role and responsibility of advertising, logistic and financial service providers
Le rôle et la responsabilité des intermédiaires
Rolle und Verantwortung der Werbe-, Logistik- und Finanzdienstleister

UNIVERSITÉ DE NEUCHÂTEL
Pôle de propriété intellectuelle et de l'innovation [PI]²
Avenue du 1^{er}-Mars 26
2000 Neuchâtel

STOP PIRACY
Swiss Anti-Counterfeiting and Piracy Platform
Stauffacherstrasse 65/59g
3003 Berne

Friday, 8 September 2017
Vendredi 8 septembre 2017
Freitag, 8. September 2017

www.stop-piracy.ch
www.unine.ch

Programm / Programme

- 9.00 STOP PIRACY General Assembly**
(Statutory part, for members only)
- 9.45 Welcome of participants, registration and coffee**
- 10.00 Welcome speech**
Anastasia Li-Treyer, President of STOP PIRACY and Daniel Kraus, Professor of Law UNINE, attorney-at-law, Director of the Pôle de propriété intellectuelle et de l'innovation [PI]²
- 10.15 The EU follow-the-money approach to IPR enforcement**
Helen Mosback, Legal and Policy Affairs Officer, European Commission
- 10.45 The Police Intellectual Property Crime Unit of London - A law enforcement approach to counterfeit goods and digital piracy**
Peter Ratcliffe, Acting Detective Superintendent, Economic Crime Directorate, City of London Police
- 11.15 Misplacement of digital ads: The role of the various players of the advertising industry in the fight against counterfeiting and piracy**
Daniel Hünebeck, Senior Digital Marketing Strategist, CEO of Daniel Hünebeck Digital GmbH
- 11.45 Break**
- 12.00 Plastica pecunia non olet: Role of payment services in the value chain**
Alain Morf, Senior Relationship Manager at SIX Payment Services
- 12.30 Straight to your door: Shipment companies as part of the distribution chain – challenges in the fight against counterfeiting**
Laurent Audaz and Pasquale Formisano, Mediterranean Shipping Company SA (MSC)
- 13.00 Lunch**
- 14.20 Workshops (workshops take place in parallel)**
- **Workshop on the role and responsibility of advertising services providers**
Andrea Gysler, Co-founder/Managing Director Zulu5
 - **Workshop on the role and responsibility of payment services**
Isabelle Augsburger-Bucheli, Doctor in Law, Professor of Law, Dean of "Institut de lutte contre la criminalité économique" (ILCE)
 - **Workshop on the role and responsibility of the logistics services companies**
Laurent Audaz and Pasquale Formisano, Mediterranean Shipping Company SA (MSC)
- 15.30 Coffee break**
- 16.00 Workshop discussion results in plenum**
- 16.45 Closing remarks**
Daniel Kraus, Professor of Law UNINE, attorney-at-law, Director of the Pôle de propriété intellectuelle et de l'innovation [PI]²
- 17.00 "Apero" and networking**

Zielpublikum

Der Anlass richtet sich an alle Dienstleister im Bereich Werbung, Handel, Zahlungs- und Kurierdienste sowie an Juristen und Vertreter der Justizvollzugsbehörden.
Die Referate und Workshops werden in englischer Sprache gehalten.

Inhalt

Welche Risiken geht ein Unternehmen ein, das im Internet Werbung schaltet, die auf Seiten mit illegalen Angeboten erscheint?

Können Kreditkartenunternehmen Mittäter bei Verletzungen von Geistigem Eigentum sein, wenn ihre Dienste auch für illegale Angebote genutzt werden?

Und wie verhält es sich bei den Kurierdiensten, wenn sie gefälschte Produkte befördern und vom Inhalt der Sendung Kenntnis haben müssten?

STOP PIRACY und der Pôle de propriété intellectuelle et de l'innovation [PI]² der Universität Neuenburg versuchen mit der Tagung „Best practices in the fight against counterfeiting & piracy – Rolle und Verantwortung der Werbe-, Logistik- und Finanzdienstleister“, Licht ins Dunkel zu bringen. Am Ende der Tagung haben die Referenten und die Teilnehmer die Gelegenheit, sich bei einem Apéro auszutauschen.

Datum

Freitag, 8. September 2017

Ort

Universität de Neuchâtel
Avenue du 1^{er}-Mars 26
CH-2000 Neuchâtel
Saal C47

Bitte beachten Sie, dass an der Universität keine öffentlichen Parkplätze zur Verfügung stehen. Wir empfehlen eine Anreise mit dem öffentlichen Verkehr.

Public visé

Le colloque s'adresse à tous les intermédiaires actifs dans la publicité, le commerce, les services de paiement et de transport de marchandises, ainsi qu'aux juristes et aux membres du pouvoir judiciaire concernés. **Les exposés et workshops seront tenus en anglais.**

Contenu

Quels risques encourt une entreprise en faisant de la publicité sur internet si elle s'affiche sur des sites violant les droits de la propriété intellectuelle ?

Les services de paiement sont-ils co-auteurs de violations de droits de la propriété intellectuelle, lorsque les transactions sont effectuées pour le compte de contrefacteurs ?

Et qu'en est-il de la responsabilité des services de livraison de marchandises qui transportent des biens contrefaits ?

C'est sur ces thèmes que l'association STOP A LA PIRATERIE et le Pôle de propriété intellectuelle et de l'innovation [PI]² de l'Université de Neuchâtel vont tenter d'apporter un éclairage lors du colloque « Best practices in the fight against counterfeiting & piracy – le rôle et la responsabilité des intermédiaires ». À la fin de la journée, les conférenciers et les participants auront l'occasion de poursuivre leurs échanges autour d'un apéritif.

Date

Vendredi 8 septembre 2017

Lieu

Universität de Neuchâtel
Avenue du 1^{er}-Mars 26
CH-2000 Neuchâtel
Salle C47

Attention, l'Université ne disposant d'aucune place de stationnement pour le public, nous vous recommandons de vous déplacer en transports publics.

Conference “Best practices in the fight against counterfeiting and piracy” Speakers



Helen Mosback is a Legal and Policy Affairs Officer in the European Commission, Directorate General Internal Market, Industry, Entrepreneurship and SMEs, Unit F/5 - Intellectual Property and Fight against Counterfeiting. This Unit is entrusted with providing the EU market and industry with a world beating, modern, and transparent IP regulatory framework that will allow new start-ups and existing companies to valorise, invest in and exploit their IP assets across the borders of the internal market and so stimulate innovation throughout our economy. Prior to joining the Commission, Mrs Mosback worked in private practice as an IP lawyer and also for the Office for Harmonization in the Internal Market (OHIM). She has

served as a Member of the Executive Committee of the Section of Specialist Lawyers in Community Law of the Alicante Illustrious Society of Lawyers, has collaborated with the Oxford Journal of Intellectual Property Law and Practice both as a peer reviewer and author, as well as contributing to other specialist publications and appearing as a speaker on various IP-related topics.

Peter Ratcliffe Since 2005, Peter has worked in the City of London Police Economic Crime Department, during which time he has managed national operational investigation teams, played a key role in the implementation of the Attorney General's Fraud Review, and, more recently, managed national Asset Recovery and Money Laundering teams, which recover criminally obtained assets worldwide. Since June 2015, he has managed the national Overseas Anti-Corruption Unit, and the UK Police IP Crime Unit (PIPCU). During his time working in economic crime, Peter has also been seconded to Government, scoping future legislation, strategy and law enforcement funding, and was Staff Officer to the Police Commissioner, managing all aspects of economic crime, as well as Government policy and strategy.



Daniel Hünebeck is one of Switzerland's leading experts in digital marketing. In the past ten years, he has first founded a boutique digital marketing agency (adisfaction Suisse) and later built up the digital marketing (website, online campaigns, social media, etc.) for UBS Switzerland within their multichannel and digitisation strategy. For their efforts, he and his team were named iab “Digital Marketer of the Year” (2015). He is currently consulting clients on digital marketing and digital transformation at his own Daniel Hünebeck Digital GmbH, teaching at various educational institutions and giving speeches at conferences or clients events.



Alain Morf is Senior Relationship Manager by SIX Payment Services, a division of SIX Group AG. SIX Payment Services is one of the largest payment service provider in Europe. Alain Morf works within the Dept. Schemes & Business Processes. His task is building up and intensifying relations to card scheme, lead and/or support acquiring, issuing, processing and Fintech projects as well as supporting innovation projects for banking solutions and other payment relevant topics. Alain Morf holds a Master of Advances Studies in Economic Crime Investigation as well as a Certificate of Advanced Studies in Digital Finance. Beside his official functions, Alain Morf is Member of Swiss Experts in Economic Crime Investigation (SEECI).



Laurent Audaz is Head of P&I Insurance, Legal and Claims of MSC MEDITERRANEAN SHIPPING COMPANY SA, second largest worldwide shipping company, based in Geneva. Previously, he worked fifteen years in Germany as Legal Manager North & Central Europe for the CMA CGM Group, a French based container carrier, third largest Worldwide. Laurent Audaz studied law in France and Norway and holds Postgraduate Diplomas (DJCE, DESS and LL.M) in International Business, Maritime, Aeronautical and Transport Law. During his time in Germany, Laurent Audaz was also foreign trade advisor to the French Embassy of Berlin (CCEF –Conseiller du Commerce Extérieur de la France).



Isabelle Augsburger-Bucheli, Doctor in Law UNINE (CH), Professor HES of Law, Dean of the Institut de lutte contre la criminalité économique (ILCE - Institute of Economic Crime Investigation), Deputy Director of the Haute école de gestion Arc (HEG Arc – School of Management), University of Applied Sciences and Arts Western Switzerland HES-SO. Isabelle Augsburger-Bucheli manages several postgraduate training programs such as the Master of Advanced Studies in Economic Crime Investigation (MAS ECI), the Certificate of Advanced Studies in Financial Investigation (CAS FI) and six CAS in Computer Forensics (CAS CF). She is co-creator of the Ecole romande de la magistrature pénale (ERMP - School of Criminal Justice), the Ecole romande en administration judiciaire (ERAJ - School of Judicial Administration) and the Centre d'investigation numérique et de cryptologie (CINC - Center of Computer Forensics and Cryptology).



Andreas Gysler is Managing Director and co-founder of the company zulu5, which special-ises in combating advertising revenue through illegal streaming sites and display advertising fraud. Following the successful conclusion of his studies at that University of St. Gallen and an MBA in Singapore, Andreas Gysler joined the technology company Hewlett-Packard in 2007, where he held key account management positions in the software and enterprise services divisions before founding the company zulu5 in 2014 with three partners. Since then, Zulu5 has continually expanded in Europe and is currently in the process of planning a move overseas. Andreas Gysler is married and father to four children.