

IP News & Discussions

# **Blockchain, Anti-counterfeiting and Digital IP Rights Enforcement**



# AGENDA



<b>12:00</b>		<b>Registration   Lunch   Networking</b>
<b>13:00</b>		<b>Welcome Address   Introduction</b>
<b>13:15</b>		<b>SESSION 1: Blockchain and Anti-Counterfeiting</b>
<b>14:45</b>		<b>Coffee Break</b>
<b>15:30</b>		<b>SESSION 2: Digital IP Rights Enforcement</b>
<b>17:00</b>		<b>Networking drinks</b>

# Speakers



# Use of Blockchain against counterfeiting and illicit trade



**Matthieu Hug**

Founder and CEO of Tilkal

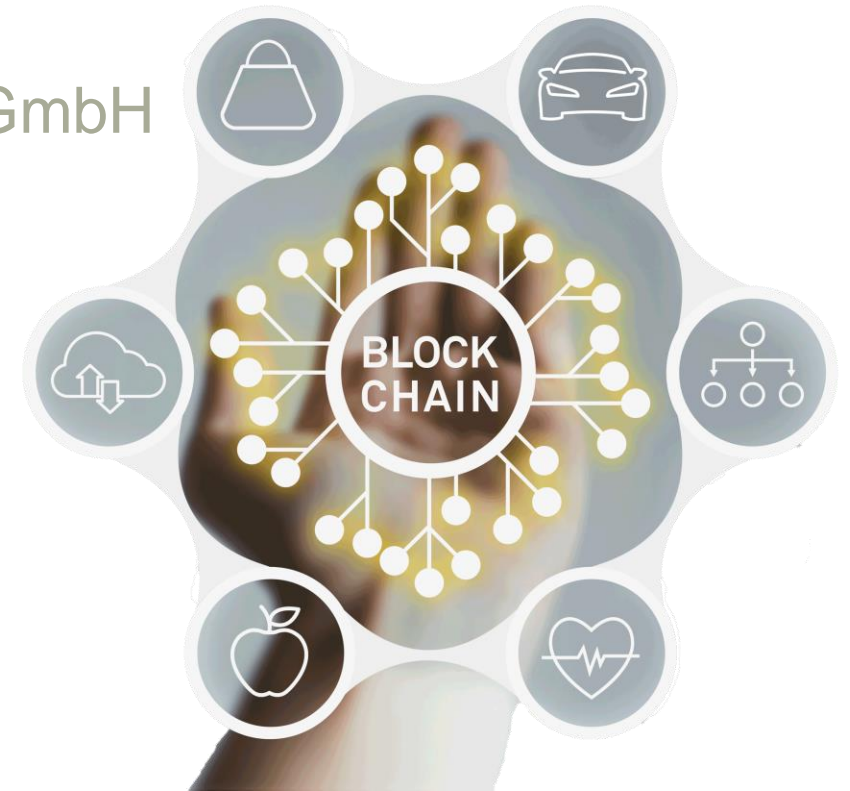


# Digital IP Rights Enforcement

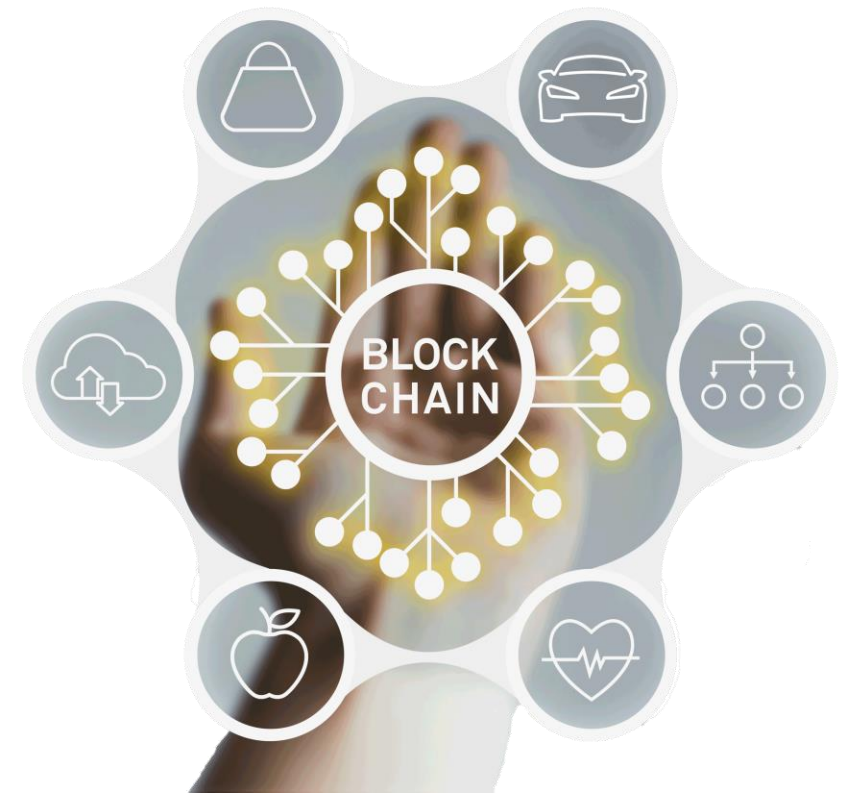


**Martin Küchenthal**

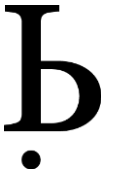
co-founder and CEO of LEMARIT GmbH



# Introducing the topics



# Blockchain



→ **What is a Blockchain?**

→ **Why Blockchain?**

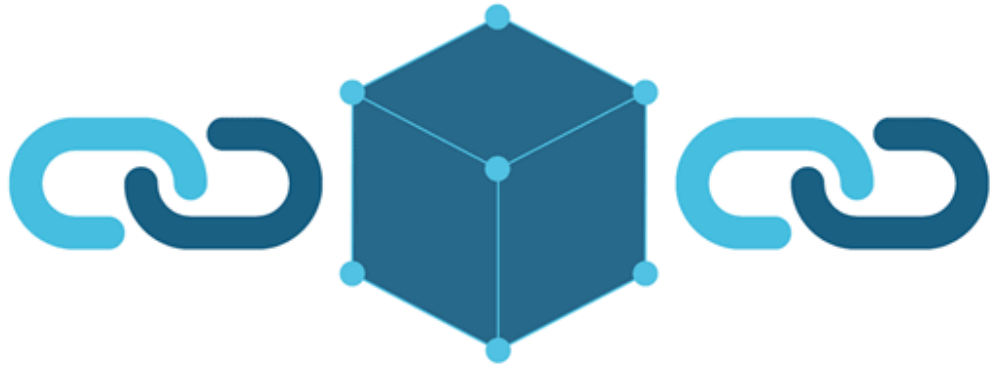
→ **Why me or you?**



# INTRODUCING THE TOPICS

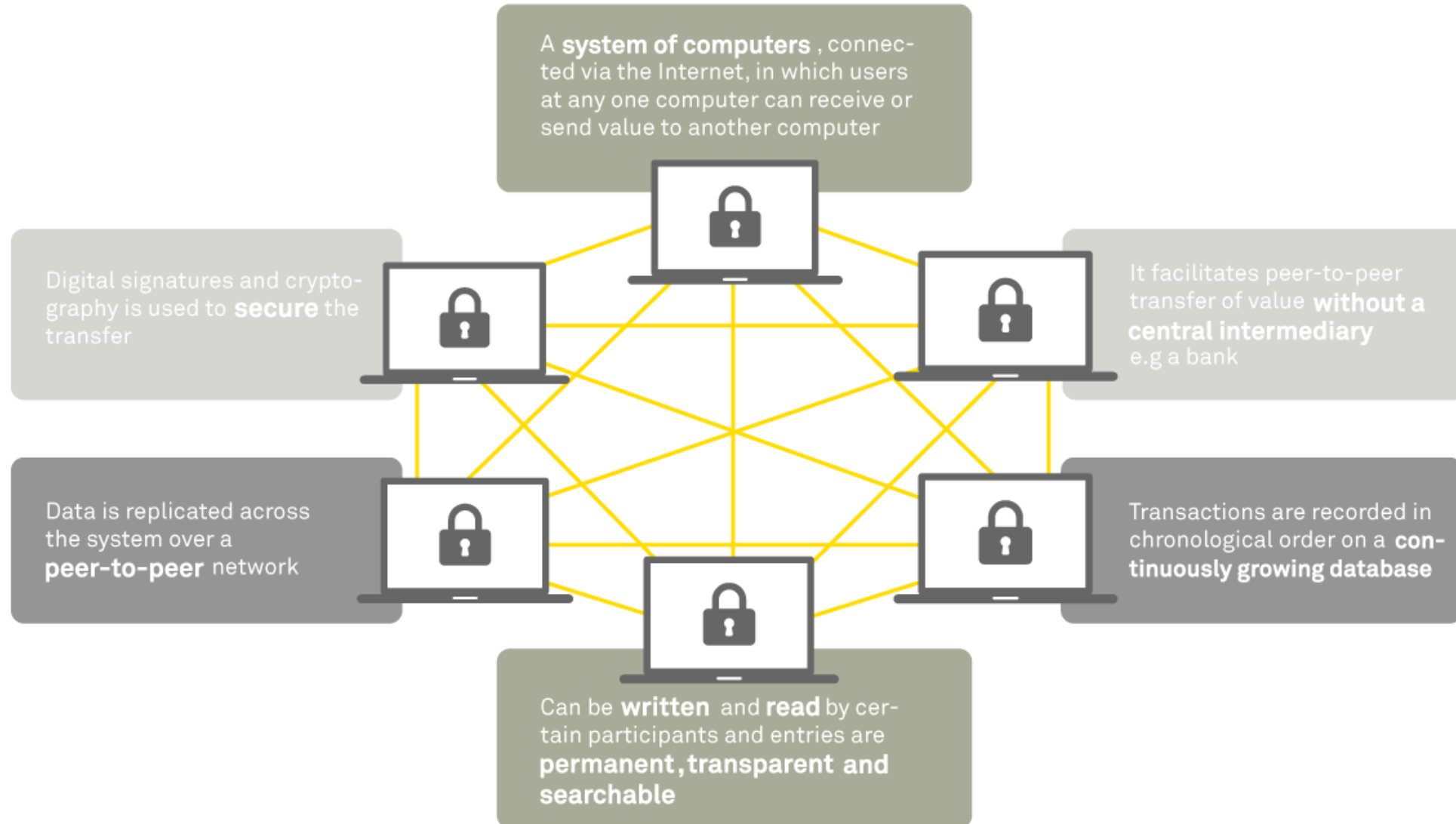
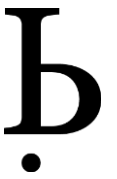
## Blockchain

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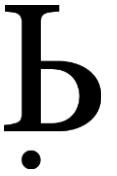




# INTRODUCING THE TOPICS



# Blockchain



**Database shared across a computer network**

**Simplify and enable secure transactions of goods and services safely across borders**

**For the first time in history people can trust each other and transact peer to peer**

**→ The “trust protocol”**

# INTRODUCING THE TOPICS

## Blockchain

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# Blockchain



## Cut out the middleman

- Internet has led to quite some centralization and dominant market positions
- *AirBnB, Uber, Amazon, Facebook*
- The middleman
  - is centralised
  - can be hacked
  - excludes a lot of people
  - is cost and time consuming



# Blockchain



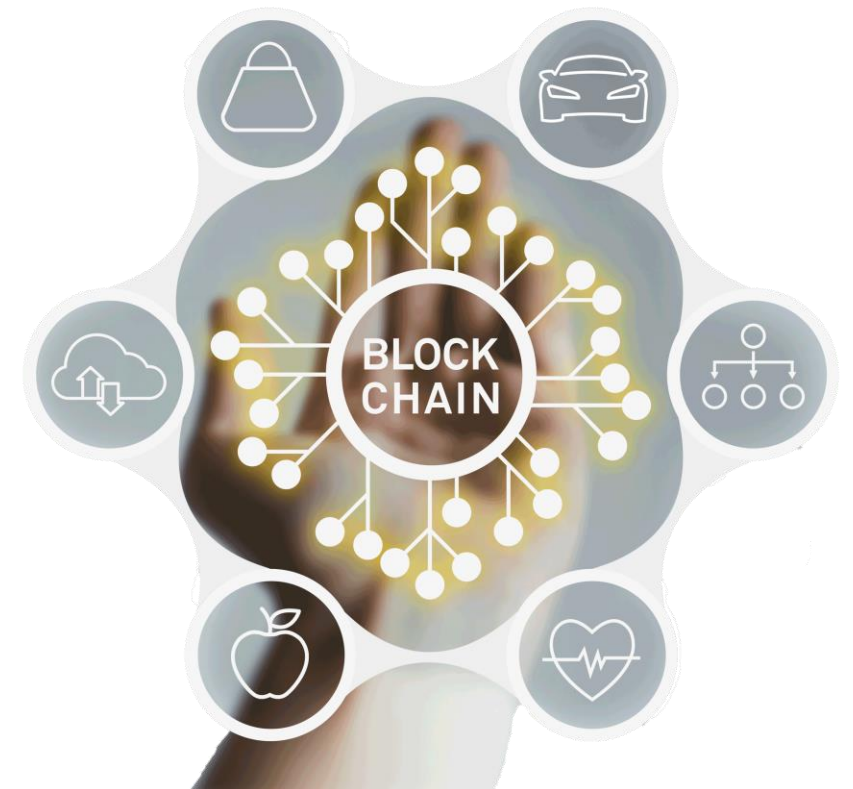
**Record and track any sort of transactions –  
“anything of value”**

- money
- land title records
- creation date (designs, copyrights etc.)
- Supply chain, product lifecycle
- any other sort of information and records

**→ Depends on the quality of the information**

## SESSION 2

# Digital IP Rights Enforcement



# Digital IP Rights Enforcement



**We all know what it is (I assume)...**

**But do we know how to handle it?**

- What is a proper online strategy?
- What is at risk?
- What to fight against and how?

**Monitoring – and then?**



## INTRODUCING THE TOPICS

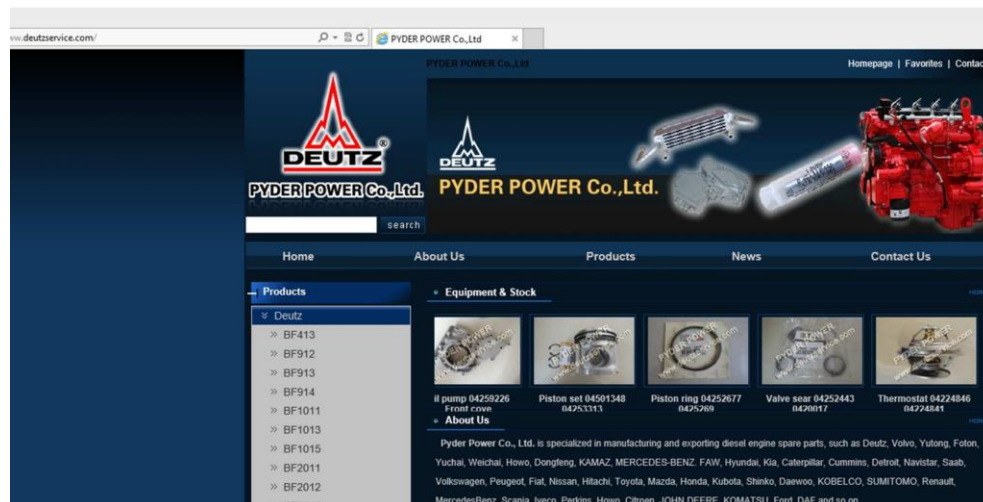
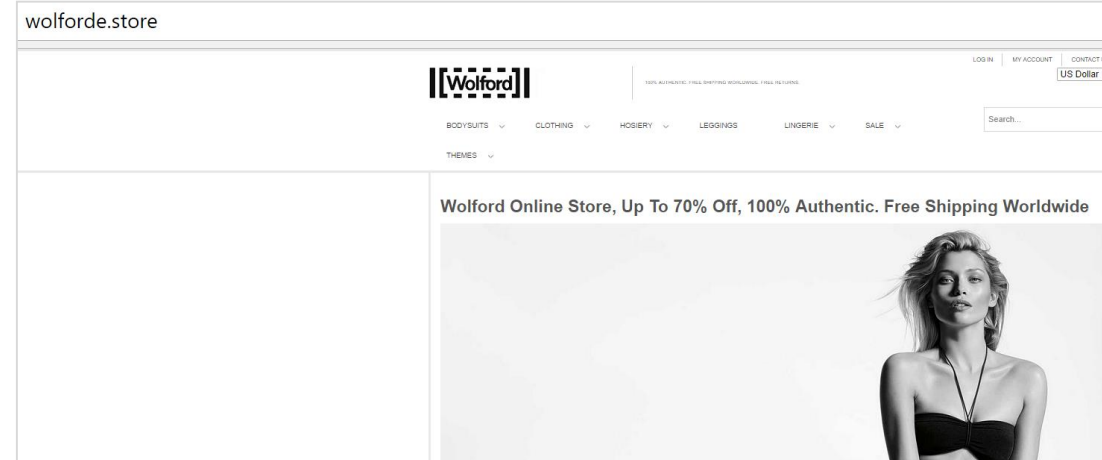
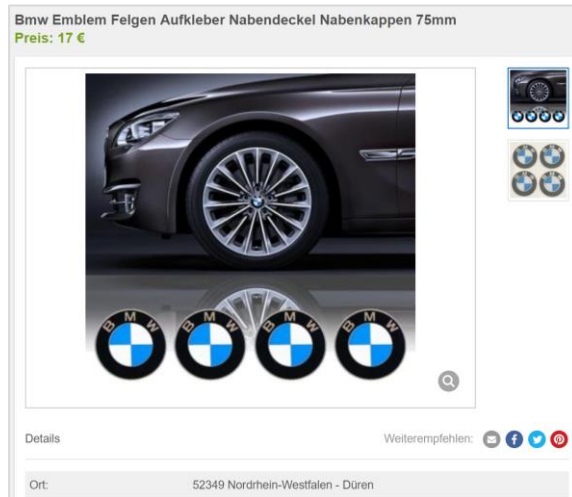
# Digital IP Rights Enforcement



# INTRODUCING THE TOPICS

## Digital IP Rights Enforcement

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Discount Moncler Black Disthene Jacket moncler akebia hooded wave ...

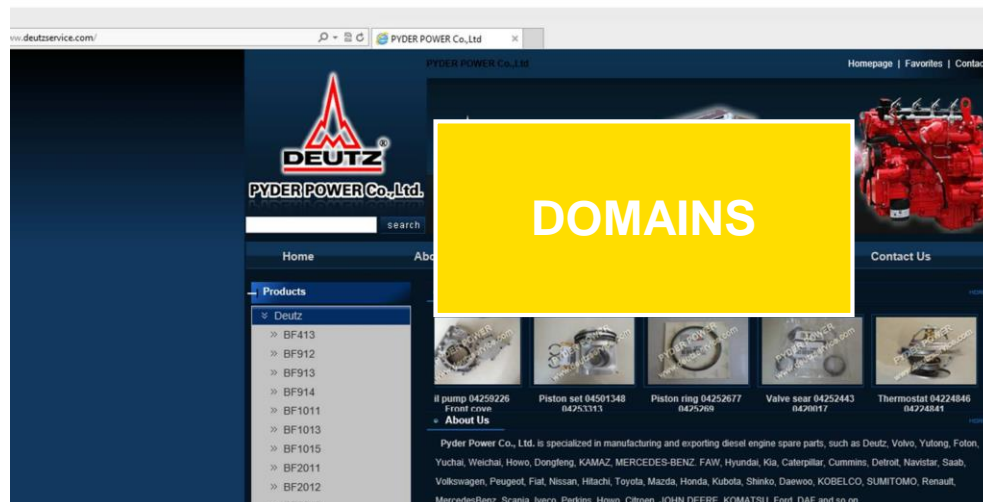
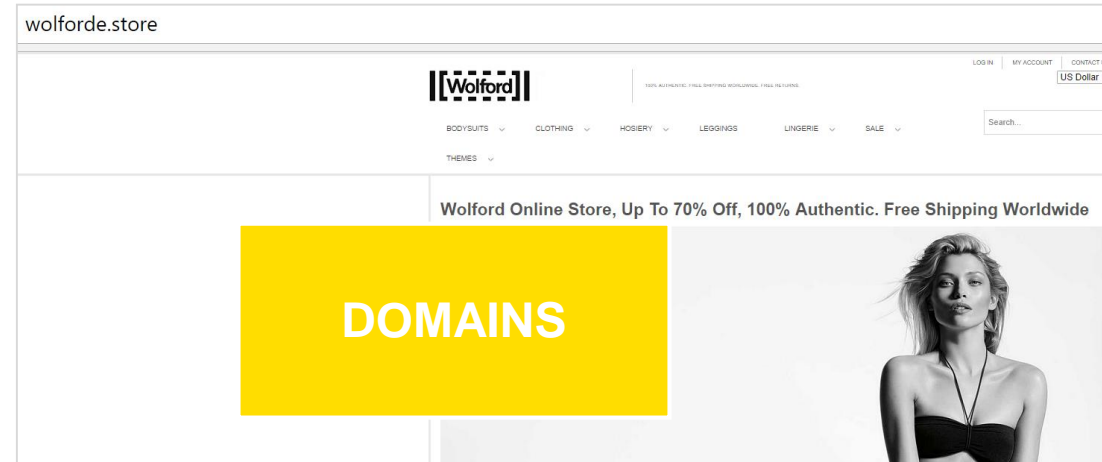
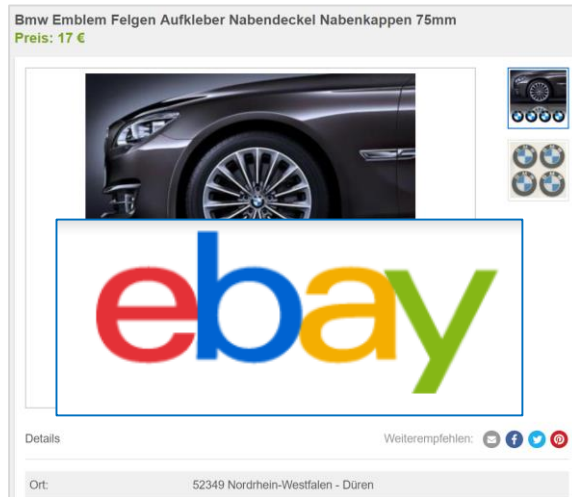
<https://www.newmoncleroutlets.com> > Moncler jackets - Diese Seite übersetzen

Tonal stitching. **moncler** jackets sale **moncler** coat or canada goose, **moncler** acorus fake, **moncler** claude field jacket, **moncler** embroidered patch,. Buy **Moncler** ...



## INTRODUCING THE TOPICS

# Digital IP Rights Enforcement



Discount Moncler Black Disthene Jacket moncler akebia hooded wave ...

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INTRODUCING THE TOPICS

# Digital IP Rights Enforcement



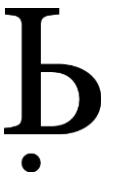
360° Approach

Smart solutions



## INTRODUCING THE TOPICS

# Digital IP Rights Enforcement - Monitoring



**MarkMonitor**



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BARDEHLE PAGENBERG  
Partnerschaft mbB  
Prinzregentenplatz 7  
81675 München



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"Germany Trade Mark Firm of the Year" 2018 – honored by **Managing IP**

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