

# 5<sup>th</sup> IP Mediation Conference 2025

Unlocking the power of mediation

Malta and online  
16-17 October

# IP Mediation Conference 2025 Programme

*Unlocking the Power of Mediation: A Pathway to Efficient and Sustainable  
IP Dispute Resolution*

Hybrid event

Conference venue: [Malta Marriott Resort & Spa](#)

**Conference Master:**

**Joana Jerónimo Soares Correia** - Chairperson of the Board of Directors at  
ARBITRARE

## Thursday 16 October 2025

08.30-09.20 Registration, Welcome Coffee & Connection

### I. Welcome and Opening

09.20 – 10.00

**João Negrao** – Executive Director of the EUIPO

**Godwin Warr** - Director General, Commerce Department, Malta

**Sven Stürmann** – President of the Boards of Appeal, EUIPO, Accredited Mediator

**Godwin Mifsud** - Permanent Secretary, Ministry for the Economy, Enterprise and Strategic Projects, Malta

### II. Keynote address

**From conflicts to sustainable solutions: Optimizing time and resources in IP dispute management**

10.00– 10.15

This keynote will explore how mediation and other forms of Alternative Dispute Resolution (ADR) can revolutionise the management of IP disputes. By focusing on efficiency, sustainability, and cost-effectiveness, the session will highlight mediation's transformative role in fostering global business competitiveness. Attendees will gain insights into how ADR can optimise time and resources while maintaining strong stakeholder relationships, paving the way for durable outcomes in IP management.

**Hon. Francesco Depasquale** - Judge of the Maltese Courts, President of the Council of Europe Commission for the Efficiency of Justice (CEPEJ), President of the Association of the Maltese Judiciary

### III. Expanding opportunities for successful outcomes: Bringing mediation to other IP areas

10.15 -11.30

As intellectual property landscapes continue to evolve and grow in complexity, mediation is emerging as a versatile tool for resolving disputes across diverse IP fields. This panel will explore the potential of mediation in areas beyond trade marks and designs, focusing on geographical indications, copyright, and emerging challenges in standard-essential patents (SEPs). By leveraging mediation, stakeholders can achieve cost-effective, timely, and mutually beneficial resolutions while fostering innovation and sustainability.

**Moderator: José Antonio Gil Celedonio** - IP Attaché of Spain to the EU and Chair of the EUIPO Budget Committee

**Topic 1: Crafting Sustainable Solutions: Mediation in the area of geographical indications for craft and industrial products, wine, spirit drinks and agricultural products**

**Speaker: Caroline Le Goffic** - Full Professor of Private Law - Director of the Master's Degree in Industrial Property Law - University of Lille, France

**Topic 2: Harnessing the power of Innovation: New perspectives for patent mediation**

**Speaker: Tobias Wuttke** - Attorney-at-Law, Certified IP Lawyer, UPC Representative, Bardehle Pagenberg

**Topic 3: Creative challenges in copyright mediation: Adding value to artists and authors**

**Speaker: Patricia McGovern** - Chairperson and Head of the IP Department at DFMG Solicitors LLP, Irish Solicitor and European Trade Mark and Design Attorney

**Topic 4: Keeping trade secrets under wraps: Trade secret mediation**

**Speaker: Guy Tritton** - Barrister at Hogarth Chambers and Accredited Mediator

**Discussion & Q&A (15´)**

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11.30-12.00 Networking coffee

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**IV. Fireside chat – How does mediation work for IP-intensive business?**

12.00 -13.00

As intellectual property rights embed themselves into the very fabric of company life across the globe, fresh legal challenges emerge that require greater versatility to find effective solutions. Societal changes like the rise of e-commerce digital platforms, with their inherent cross-border dimensions, have brought a raft of complex IP liability issues that are fertile ground for generating disputes. Such changing dynamics can form the backdrop to a conflict situation in which, mediation offers the necessary speed, cost-effectiveness and flexibility to resolve disputes in a mutually beneficial manner and get back to doing business. This fireside chat drills into a boots-on-the-ground view of essential considerations for businesses on how best to leverage mediation to create added value for both SMEs and large undertakings.

**Moderator: James South** - Chief Executive of the Centre for Effective Dispute Resolution (CEDR)

**Panellists:**

**Alessandra Romeo** - Italian and European Trademark Attorney, qualified Mediator of Civil and Commercial Disputes, and External Relations Officer of MARQUES, European Association of Trade Mark Owners

**Neil Narriman** - General Counsel & Senior Global Director Intellectual Property at PUMA SE

**Rafael Fernández de Alarcón** - Global Brand Director Telefónica

**Sebastian G. Meyer** - Head of Legal Department at Schwan-Stabilo Schwanhäußer Industrie Holding GmbH & Co KG

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13:00-14:30 Networking Buffet

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**V. Showcasing IP Mediation**

14.30 -16.00

As demand for alternative dispute resolution in IP grows, specialised mediation centres are playing an increasingly pivotal role in delivering efficient and effective solutions. This session will spotlight leading IP mediation centres across in Europe and beyond, showcasing their unique approaches, quality-driven services, and best practices.

**Moderator: Péter Lábodý** - Vice President for Legal, International, and Innovation Affairs, Hungarian Intellectual Property Office (HIPO)

**Panellists:**

**Karin Kuhl** – Director of the EUIPO Mediation Centre

**Aleš Zalar** - Director of the Patent Mediation and Arbitration Centre (PMAC)

**Asta Virbickienė** - Head of Appeals Division, Mediator, The State Patent Bureau of the Republic of Lithuania

**Virginie Lehoux** - IP Lawyer (Paris Bar) - Partner Cabinet BENECH

**Aurika Hrybovska** - Head of the Ukrainian National Office for Intellectual Property and Innovations (UANIPPIO) Mediation Centre

**Chiara Accornero** - Legal Officer, IP Disputes WIPO Arbitration and Mediation Center

**Siyong Park**- Presiding Administrative Patent Judge, IP Trial and Appeal Board (IPTAB), Korean Intellectual Property Office (KIPO)

### Discussion & Q&A (20´)

## VI. Next level mediation: Galvanising the lawyer and client into a true tandem team

16.00 -17.15

This panel discussion highlights the critical role of building trust and aligning lawyer-client interests for optimal engagement in the mediation process and achieving the best result possible. Topics considered include choosing the right mediator, realistic risk assessment, how to plan negotiation strategy, maximizing the potential of opening statements, lawyers and mediators as coaches, and potential legal pitfalls for the unwary – including the conundrums of settlement agreements.

**Moderator: Gordon Humphreys** - Chairperson of the 1<sup>st</sup> Board of Appeal, EUIPO, Accredited Mediator

### Speakers:

**Michael McIlwrath** - CEO, MDisputes

**Imogen Fowler** - Partner at Hogan Lovells, Alicante, Spain, IP Lawyer specializing in trademark and design protection and enforcement across Europe and globally

**Dr. Constantin-Adi Gavrilă** - Senior Expert, ADR Centre

### Discussion & Q&A (15´)

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#### 19.30-22.30 Official Dinner

**Speaker: Hon. Avi Schneebalg** – Honorary Civil Judge, Accredited Mediator, Co-founder and Past Vice President of GEMME

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## Friday 17 October 2025

09.00– 09.30 Welcome coffee & Connection

### VII. Interacting with the future: Leading voices in the quest for combining AI with IP mediation

09.30 - 10.15

This session will interview professionals who are leading the way that new artificial intelligence tools are shaped and harnessed to maximise impact on the look and feel of mediations. The speakers will demonstrate how those tools will support the parties and their lawyers in making an accurate and realistic risk assessment by predicting their chances of success in traditional IP administrative proceedings. Discussions will then focus on how mediators can leverage the support provided by AI tools that assist in administrating, collating and summarising data pertaining to disputes. Beyond mere administration, these groundbreaking tools identify common ground and make proposals for possible settlements that have the potential to revolutionise the way mediations are conducted.

**Moderator: Cinzia Negro** - Chairperson of the 2<sup>nd</sup> Board of Appeal, EUIPO

**Speakers:**

**George Lim SC** – Chair, Singapore International Mediation Centre

**Colin Rule** - President & CEO at ODR

## VIII. Judicial leadership in IP disputes: Encouraging mediation as a path to resolution

10.15 -11.15

As legislation around the world starts to bring the judicial apparatus into the mediation framework, judges are taking a hard look at their dockets to identify cases that would be better served by an amicable solution, including mediation. This panel considers how courts are engaging in this process - whether merely suggesting friendly settlement or referring disputes to external mediation providers or to court-based mediation services.

**Moderator: Hon. Tatu Leppänen** – President of the Supreme Court of Finland

### **Topic 1: Case triage: how to identify potential mediations**

**Speaker: Hon. Malik Chapuis** - Judge and Mediation Referent, 3rd Chamber, Tribunal of Paris, France

### **Topic 2: ‘Knocking heads together’: How far can judges go? – A national court perspective**

**Speaker: Hon. Henri Mizzi** – Judge, Malta

### **Topic 3: In-house court mediation services: how do they work?**

**Speaker: Hon. Maja Praljak** - Vice President, Commercial Court in Zagreb and Mediator, Croatia

### **Topic 4: Judicial dilemmas in court mediation – discussion of independence, neutrality, challenges of evaluative tendencies and mindset**

**Speaker: Hon. Elke Schwager** - Presiding Judge at the Regional Court I of Munich, Germany

### **Discussion & Q&A (15´)**

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11:15-11:45 Networking Coffee

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## IX. Master Mediator Commentary on Mediation in Action

11.45 -13.00

In this dynamic live demonstration, an internationally renowned master mediator will comment on a role-played mediation, guiding the audience through the critical mediation stages. Whether you're a lawyer, in-house counsel, or mediator, this immersive experience will provide invaluable real-time insights into what a mediation session entails and the possible results it can offer.

**Master Mediator: Felicity Steadman** - Mediator, International Mediation Trainer, and Consultant

**Role Players:** **Alexandra Crawcour**  
**Christoph du Jardin**  
**Emilie Scheffer**  
**Marisol Orts Moreno**  
**Jakub Mrozowski**

## X. Closing remarks

13.00 -13.10

**Sven Stürmann** – President of the Boards of Appeal EUIPO, Accredited Mediator

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13:10-15:00 Networking Buffet

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End of the Conference