



Public Hearing

Directive 2004/48/EC on the enforcement of intellectual property rights:

Challenges posed by the digital environment

Brussels, 7 June 2011

Room VM 3, Rue Van Maerlant 2, EESC, 1040 Brussels

This Public Hearing, organised by DG Internal Market and Services with the support from the European Economic and Social Committee, takes place in the framework of the three month period of public consultation following the publication on 22 December 2010 of the Commission's Report on the Application of Directive 2004/48/EC. It is expected to provide valuable stakeholder input on intellectual property policy to the Commission, in view of the planned revision of the Directive.

The hearing will focus on the specific issues related to the digital environment. In order to allow as many stakeholders as possible to pronounce themselves, interventions will be limited to a maximum of three minutes each.

HEARING PROGRAMME

- 09:00 – 09:30** Registration and welcome coffee
- 09:30 – 10:00** **Introduction**
Moderator: Margot Fröhlinger (Director, DG MARKT)
Welcome: Bryan Cassidy (President of the INT Section, European Economic and Social Committee)
Keynote speech: Jonathan Faull (Director General, DG MARKT)
- 10:00 – 10:30** **Setting the scene: the public consultation on Directive 2004/48/EC and challenges posed by the Internet**
Presentation by Corinna Ullrich (Deputy Head of Unit, DG MARKT, Fight against counterfeiting and piracy – D3)





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10:30 - 10:45	Coffee break
10:45 - 13:00	Comments from stakeholders
13:00 – 14:30	Lunch break
14:30 – 16:45	Comments from stakeholders (continued)¹
16:45 – 17:00	Closing remarks: next steps for the planned revision of Directive 2004/48/EC Margot Fröhlinger

¹ The length of this session will depend on how many stakeholders will have indicated their wish to intervene.