UNION-IP ROUNDTABLE AMSTERDAM

"Design protection in the digital age"

November 13, 2026

The Designs Commission and the Software Commission of Union IP are joining forces for a Round Table in Amsterdam on Friday 13 November 2026. Under the theme “Design protection in the digital age”, the two Commissions look at what the EU Design reform and digital technologies mean for design rights in practice, from how a design is represented on paper to how it is protected on screen (or vice versa).

Program/Panels

1 - Design representation following the recent legislative changes:
– new possibilities and forms of design representation
– Hague system and international developments

Speakers:
Grégoire Bisson – WIPO
Gailė Sakalaitė-Orlovskienė – EUIPO

2 - AI tools and design drawings:
– use of AI and software for preparing design representations
– effect of the chosen representation on the scope of protection

Speakers:
Virginia Driver – UNION-IP Software Commission
Tony ter Horst – Lines, Curves and Pixels

3 - Protection of apps and GUIs:
– apps, GUIs and animated designs
– filing and protection strategies

Speakers:
Alva Hansson - AWA Sweden

Venue

Hotel Jakarta Amsterdam

Javakade 766, 1019 Amsterdam

Thursday, 12 November:
Café Jakarta
18:00 – 21:00: Speaker's dinner (on invitation only)
Friday, 13 November:
Meeting room Bandung
11:00–12:00: Panel 1
12:00–12:15: Coffee break
12:15–13:15: Panel 2
13:15–14:00: Lunch
14:00–15:00: Panel 3
Café Jakarta
15:00–16:00: Drinks and get together

Registration

Registration includes the lunch and the drink reception after the event.

Standard Fee: € 150.-

UNION-IP members: € 110.-

The registration forms may be reached easily by the following links:

Non-members: Registration Form

UNION-IP Members: Registration Form

You will receive a confirmation by mail and an invoice to be paid to:

Bank: KBC Brussels
IBAN: BE08 7360 4195 7113
BIC: KREDBEBB
Account holder:
UNION-IP
Boulevard Lambermont 135
1030 Brussels
Belgium

What is UNION-IP?

UNION-IP is an association of practitioners in the field of Intellectual Property, that is, of individuals whose principal professional occupation is concerned with Patents, Trademarks, Designs or Copyright and related fields, and who carry on their profession independently or as employees. UNION-IP is a private international association that is not dependent on any national or international authority: it approves its own members, in accordance with its statutes, in total independence, and likewise decides on its own activities and its own budget.

UNION-IP aims to work on developments in Intellectual Property in Europe, especially by making submissions during the preparation of proposed laws and treaties, and to devote itself to the improvement of professional and personal understanding between European practitioners in the Intellectual Property field in different countries and different branches of the profession.

What is a UNION-IP ROUND TABLE?

This round table is organized by UNION-IP, offering the opportunity for practitioners to hear from authoritative speakers on topics of interest in the European and International IP field and, just as importantly, to interact with and influence them by feeding back their own practical experience. The integral Question and Answer sessions and friendly discursive nature of the event lead to real exchange and development of views on both sides. Participants tend to find these practitioner lead events a real and useful antidote to the more commercial seminars familiar to all.

If you are not yet a member of UNIONIP and would like to join this friendly, active and interesting organization please go to our website where you can join online. Membership also entitles you to reduced prices for other, UNION-IP events.

FOR MORE INFORMATION: https://UNION-IP.ORG