AIPPI
BELGIUM

Study Day 2026

Come join us!



19 November 2026



8:30am – 5:30pm



Vivaqua
Boulevard de l'Impératrice 17-19, 1000 Brussels



Navigating IP Frontiers

Capita Selecta on Protective Letters,
Patent Law and AI Innovation, Personal Brand &
Trade Secrets

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8:30am **Registration**
& Informal get-together for Young Members

8:50am **Welcome & Introduction**
Sarah van den Brande, *President of the Belgian Group of AIPPI*
Sophie Lens, *President of BNVBIE/ANBPPI*

9:00am **Session 1 - Trade Secrets: Protection starts with Protection**

Not every piece of valuable confidential information qualifies as a trade secret. To benefit from legal protection, businesses must demonstrate, among other things, that they have taken "reasonable steps" to keep the information secret. But what does this requirement mean in practice – and how much is enough? Drawing on recent case law and practical experience, this session will examine the measures businesses should put in place to protect their confidential information and the evidentiary challenges they may face when seeking to enforce their trade secret rights.

Speakers: **Thomas Cuche**, *Attorney-at-law*, DTMV
Ella Denoyette, *PhD Researcher*, KU Leuven
Loek Steffanie, *Managing Partner*, Novacon IP

10:30am **Coffee Break**

11:00am **Session 2 - Stress-Testing Patent Law: : How AI Is Challenging Established Principles**

Artificial intelligence is rapidly changing the way inventions are conceived, developed and implemented – but what does this mean for patent law and practitioners?
This session, divided in two acts, will start with an overview of the European framework governing the use of AI and will then be followed by a panel of passionate speakers who will discuss whether the existing patent framework is equipped to deal with AI-related innovation. In particular, the panel will highlight how some traditional concepts, including inventorship determination, sufficiency of disclosure, and inventive step, may need to be looked at through a different lens and provide some practical considerations to avoid pitfalls.

Moderators: **Daphné Derouane**, *European Patent Attorney*, UCB Biopharma
Koen Vanhalst, *European Patent Attorney*, De Clercq & Partners
Speakers: **Diederik Arnaut**, *Lawyer, Senior Technology Counsel*, UCB Biopharma
David Lesthaege, *European & Belgian Patent Attorney*, De Clercq & Partners
Jean Mazurelle, *European & Belgian Patent Attorney*, Total
Daniel J. Morath, *US Patent Attorney*, Patent Law Works
Markus Rieck, *European & German patent attorney*, Fuchs Patentanwälte

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12:30pm **Lunch**

1:30pm **Session 3 - The Personal Brand: Protecting Name, Image, Voice and Beyond**

A person's identity can be a valuable asset – and increasingly one that can be commercially exploited, imitated or misappropriated. But what exactly can be protected, and how? From names and images to voices and other distinctive features of a person's identity, this panel will explore the different legal tools available to protect a "personal brand", including trademark law, personality rights and other relevant legal regimes. Particular attention will be paid to how these different forms of protection interact and whether they remain adequate in a world where technology makes it increasingly easy to reproduce someone's identity.

Speakers: **Glenn Fredix**, *Attorney-at-law*, linc.legal
Vasco Stillwell de Andrade, *Attorney-at-law*, Morais Leitão
Additional speakers to be announced soon

3:00pm **Coffee Break**

3:30pm **Session 4 - Protective letters in Belgium - a developing practice**

Protective letters are designed to give a potential defendant a voice before a court would rule on a request for ex parte relief. But how do they actually work? This session will take a closer look at the current Belgian practice, including the different approaches taken by the Dutch- and French-speaking courts.We will compare and contrast with the systems in place in other jurisdictions, benefiting from the attendance of a Belgian judge and practitioners from foreign jurisdictions where the protective letters have been established practice since many years. We will discuss whether protective letters can effectively contribute to a fairer and more predictable system of interim relief in IP disputes.

Moderator: **Domien Op de Beeck**, *Attorney-at-law*, Bird & Bird
Speakers: **Jochen Buehling**, *Attorney-at-law*, Krieger Mes
Pierre-Yves de Harven, *presiding judge Brussels Enterprise Court*
Wim Maas, *Attorney-at-law*, Winston Taylor

5:00pm **Q&A and Conclusion**

5:30pm **Networking cocktail**

PRACTICAL INFORMATION

Updates	Make sure to check www.aippi.be/events and/or AIPPI Belgium's LinkedIn page for latest updates on the programme.
Date	November 19, 2026
Location	Vivaqua, Boulevard de l'Impératrice 17-19, 1000 Brussels
Registration	Please complete the registration form (see next page) and send it to aippi@aippi.be before November 12, 2026. Registration will only be complete and effectively taken into account after payment of the registration fee.
Cost:	- ANBPPI/BNVBIE/AIPPI members: 230€ - ANBPPI/BNVBIE/AIPPI members - Judges & full-time academics: 100€ - Members of ABA-BVA / LES / AEDC-VSMR / BMM / ECTA : 250€ - Judges & full-time academics : 180€ - Non-members : 280€ - Students : 60€
Payment	IBAN BE66 7360 3238 6243 Communication: "[Name participant] + SD 19.11.2026" Accounting document provided exclusively upon request Refunds are only possible after written cancellation (after deduction of 25€ administrative fee) before November 5, 2026. Should you not be able to attend, you can have a colleague replace you. In that case, please let us know as soon as possible.
Certificates	Certificates for points awarded to this Study Day by the Bar Councils will be sent by e-mail after the study day upon request. Certificates can only be delivered to people who have attended all sessions of the Study Day.
Privacy	The personal data that you provide will be processed in accordance with our privacy policy to invite you to our meetings and other activities. The data controller is the BNVBIE vzw / ANBPPI asbl, with registered offices at 8 Stuiverstraat, 1000 Brussels and company number 0409.003.963. For questions or to execute your rights (e.g. to consult and correct your personal data) please send an email to aippi@aippi.be.

REGISTRATION FORM

Name .....

Profession .....

Company .....

Category

- ☐ ANBPPI/BNVBIE/AIPPI member (230€)
- ☐ ANBPPI/BNVBIE/AIPPI members - Judges & full-time academics (100€)
- ☐ Members of ABA-BVA / LES / AEDC / BMM / VSMR (250€)
- ☐ Judges & full-time academics (180€)
- ☐ Non-member (280€)
- ☐ Students (60€)

For Young members only
I will attend the informal get-together at 8:30 am
☐ YES ☐ NO

Tel/Mobile .....

Email .....

Presentations Presentations will not be provided in printed form on the Study Day. However, all participants will receive the materials via email prior to the event.

Date .....

Signature .....

CONTACT: aippi@aippi.be