**PROGRAMME OUTLINE (9th March 2023, Northumbria University, Newcastle, UK)**

***9:30*** ***Registration and Reception***

***10:00am– 10:10pm Opening remarks***

***10:10am – 11.00am Trademark Infringement and Revised Social Media Project***

·         Why is it important to better understanding of trademark infringement and online environment (changed from social media)?

·         What does the project aim to achieve?

·         Reflections from the grant holders

***11:00am – 11:30am Coffee break and networking***

***11:30am – 12:30pm Online/social media IP infringement (presentation followed by panel discussion)***

·         Are consumers equally affected by online/social media counterfeiting?

·         What are the key issues faced by brands, such as luxury and everyday brands?

·         Examining the impact of social media influencers on the consumption of counterfeit goods – who are likely to be influenced; if some consumers are more likely to be swayed than others, what are the underpinning reasons?

***12:30pm – 1.30pm Lunch and networking***

***1:30pm – 2:30pm Tackling global online/social media counterfeiting – technology and implications***

·         What are practical practices which are effective in combatting online/off counterfeits?

·         What are the challenges that e-commerce platform and/or social media impose on intellectual property?

·         What and how advanced technologies are adopted to curbing counterfeiting, such as manufacturing, distributing, detecting, and consuming?

·         Would AI be the solution to online counterfeiting, how AI is applied?

***2:30pm – 3:30pm Improving IP protection and enforcement in the digital economy***

·         Understanding the role of Trademark in the online world.

·         Identifying knowledge gaps in various disciplines, e.g., marketing, supply chain, computing, law and criminology.

·         Scholars and practitioners, are we at the same pace and do we need to collaborate?

***2:30pm – 3:30pm Seed corns for collaborative projects – the findings of two funded PhD research projects***

***15:30pm – 16:00pm Coffee and networking***

***16:00pm Close of workshop***