

**INTERNATIONAL SEMINAR
BRAND PROTECTION AND ANTI-COUNTERFEITING**

Date: 2 March 2026

Time: 14:00–17:20

Format: Hybrid

Venue: InterContinental Tashkent, Shakhrisabz Street 2, 100000,
Tashkent, Uzbekistan

Event Language: English / Russian

AGENDA

Moderator:

**Mukhammadali Makhmudov – Managing Partner, Legalmax Central
Asia**

14:00–14:10 | Opening Remarks

Ministry of Justice of the Republic of Uzbekistan – Bekhzod Ruziyev,
Head of Department for Legal Protection of Intellectual Property

International Trademark Association (INTA) – Tat-Tienne Louembe,
Chief Representative Officer for Europe and Intergovernmental
Organizations

Europe-Uzbekistan Association for Economic Cooperation – Atabek
Alimdjanov, Secretary General

14:10–14:25 | Counterfeit Goods Traffic and Routes in Middle Asia 2025-
2026: Protecting NIVEA Brand – Daniel Fedorkov (*Beiersdorf, Germany*)

14:25–14:40 | Key Trends in Intellectual Property Judicial Practice in 2026 – Mukhammadali Makhmudov (*Managing Partner Legalmax Central Asia*)

14:40–14:55 | Case Study: HUGO BOSS – Nicole Klug (*HUGO BOSS, Germany*)

14:55–15:10 | Case Study: PUMA – Bahar Daghan (*PUMA, Germany*)
(*online*)

15:10–15:25 | Case Study: Philip Morris International

15:25–15:40 | Coffee Break & Networking

15:40–15:55 | | LEGO: Observing Counterfeits in the Central Asia Zhanat Nurmagambetov (*Bolotov & Partners LLP, Kazakhstan*)

15:55–16:10 | Medmix: Dangerous Counterfeits in the Beauty, Dental, Industrial and Medical Industries and Their Consequences for Consumers, Resellers and Manufacturers – Hans-Peter Brack (*Medmix, Switzerland*)

16:10–16:30 | IP Enforcement Against Confectionary and Pharmaceutical Lookalikes in Uzbekistan: Issues and Possible Solutions – Umida Solijonova (*CWB Uzbekistan*)

16:30–16:45 | Parallel Imports and Their Risks for Consumers in Uzbekistan: The Case of Mobile Devices – Marat Sadrutdinov | Suhayl-bek Isokov (*Samsung, Uzbekistan*)

16:45–17:00 | The Role of Patent Attorneys in Creating an Effective Mechanism for Interaction Between the State and Businesses for the Development of the Intellectual Property Market – Madina Tursunova (*Association of Patent Attorney of Uzbekistan*)

17:00–17:15 | Questions & Answers

17:15–17:20 | Closing remarks