

# PROGRAM

**XIV National Seminar with International Participation:  
“Intellectual Property: an Ecosystem of Knowledge, Innovation and Identity”  
Dedicated to World Book and Copyright Day (April 23) and  
World Intellectual Property Day (April 26)**

**April 23, 2026, 10:00  
ULSIT, “Turzestvena” Hall 119 Tsarigradsko Shose Blvd., Sofia**

**9:30–10:00 Registration**

**10:00–10:30 Official opening of the scientific seminar**  
Prof. DSc. Irena Peteva – Rector of ULSIT  
Assoc. Prof. Jean Pehlivanov, PhD – Rector of AMTII  
“Prof. Assen Diamandiev”  
Prof. Nikolay Marin, PhD – Rector of SWU “Neofit Rilsi”  
Bartosz Mikołajczak – Rector of Wyższa Szkoła Humanistyczna w Lesznie  
Olya Dimitrova – President of Patent Office of the Republic of Bulgaria  
**Welcome addresses and greetings**

**10.30-10.45 Official Award Ceremony for “Homo Legens”  
Family photo**



**The videoconference link will be active all day:  
[meet.google.com/vdw-asat-otz](https://meet.google.com/vdw-asat-otz)**

**SCIENTIFIC FORUM (10:30 – 11:00)**  
*Moderator: Prof. Tereza Trencheva, PhD*

**10:45–11:00 Who Owns Reading? Between Copyright, Access and Reader  
Communities**  
*Speaker: Milena Nikolova*  
Online reading and books media “Az Cheta”

**11:00–11:15 Intellectual Property and Sport: Trademarks as a Source  
of Competitive Advantage in the Modern Sports Industry**  
*Speakers: Antonia Yakmadzhieva*  
The Patent Office of the Republic of Bulgaria

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**11:15–11:30**      **The Guard Bandmasters – Founders of Bulgarian National Identity and Musical Art in the Third Bulgarian State**  
*Speaker: DSc. Galia Grozdanova-Radeva*

**11:30–11:45**      **Rights of the Musicians in the Guards Representative Brass Band**  
*Speaker: Boris Bonchev*  
Toxity Publishing EOOD, ULSIT

**PRACTICAL PANEL**  
**“Business and Intellectual Property” (11:45 – 12:15)**

*Hristina Dimitrova*

Cake away

*Ridvan Akhmed Zait, PhD*

Sugarland Ltd.

*Tsani Doneva*

Tsanita Travel Ltd.

*Vasil Kukov*

Vasco Soft Ltd.

**12:15–13:00**      **Lunche Breck**

**Session: Focus in 90 Seconds (12:00 – 12:30)**  
*Moderators: Assoc. Prof. Lyubomira Parizhkova, PhD*  
*Assist. Assist. Prof. Evelina Zdravkova, PhD*

**PANEL**  
**“Intellectual Property in Science and the Arts”**

**Topic 1**      **The Problem of Authorship in the Age of AI**

*Speaker: Jędrzej Górski*

Wyższa Szkoła Humanistyczna w Lesznie

**Topic 2**      **Intellectual Property in the Age of Artificial Intelligence: Challenges to Copyright**

*Speakers: Tsvetelina Aleksandrova*

The Patent Office of the Republic of Bulgaria

**Topic 3**      **Distributed Somatic Labor and the Politics of Authorship in Collective Performance**

*Speaker: Nikolay Barzakov, PhD*

South-West University “Neofit Rilski”

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- Topic 4**     **Unfair Competition as an Object of Legal Obligations in the Context of AI Development**  
*Speaker: Assoc. Prof. Manol Stanin South, PhD*  
South-West University "Neofit Rilski"
- Topic 5**     **Generative AI and Intellectual Property in the University: Boundaries of Authorship, Risks and Protection Models**  
*Speaker: Assist. Prof. Georgi Sredkov, PhD*  
South-West University "Neofit Rilski"
- Topic 6**     **Challenges for the Music Business in the AI Era: Integrated Strategies for Managing Performers' IP**  
*Speaker: Bilyana Dimitrova, PhD*  
"Virginia Records" Ltd.
- Topic 7**     **Music, Digital Media and Intellectual Property: the "Jingle Bells" Case**  
*Speakers: Assist. Prof. Evelina Zdravkova, PhD, Radi Radev*  
ULSIT, Guard Representative Wind Orchestra
- Topic 8**     **The Music Catalogue as an Object of Copyright and Trade – from Songs to Assets**  
*Speaker: Svetoslava Dimitrova-Staneva, PhD*  
ULSIT
- Topic 9**     **Minecraft, Fortnite and the DMCA: Copyright in Practice**  
*Speakers: Svetoslava Dimitrova-Staneva, PhD, Veselin Stanev*  
ULSIT
- Topic 10**    **Anti-Crack Technology in Identification Cards – Intersection of Digital and Physical Security**  
*Speaker: Sam Hakim Fruchtenicht*  
ARFID
- Topic 11**    **Artificial Intelligence in Security and Communications Systems**  
*Speaker: Iliana Dimitrova, PhD*  
ARFID

### PANEL

#### "The Book & Homo legens: Between Depth and Scrolling"

- Topic 12**    **The Book as a Space for Critical Thinking in the Era of Short Formats. Reading in the Digital Age: Transformations of Cultural Practice**  
*Speaker: Assoc. Prof. Lyubomira Parizhkova, PhD*  
ULSIT
- Topic 13**    **Homo legens in the Digital Age: Bibliographic Culture and the Reading Ecosystem among Students (Empirical Study)**  
*Speaker: Assoc. Prof. Krasimira Aleksandrova, PhD*
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**Topic 14 The Path of the Fairy Tale – From Book to Theatrical Production**

*Speaker: Petya Boycheva, PhD candidate*

Sofia University "St. Kliment Ohridski", Educational Theatre "Fun Science", Acting Schools MONTFIZ

**Topic 15 Platformization of the Book and Changes in IP Management**

*Speaker: Assist. Prof. Polina Stoyanova, PhD*

University of National and World Economy (UNWE)

**Topic 16 Bibliotherapy Between Deep Reading and the Culture of Scrolling: Opportunities for Psychosocial Support**

*Speaker: Assist. Prof. Sabina Eftimova, PhD*

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**PANEL "Youth and Innovations of the Future"**

**Topic 17 Integrating Theoretical Knowledge into Interpretation in Training Young Vocal Performers**

*Speaker: Assist. Prof. Alia Hanse, PhD*

Academy of Music, Dance and Fine Arts "Prof. Asen Diamandiev"

**Topic 18 AI and Its Application in Vocal Work**

*Speaker: Assist. Prof. Elvira Mateva, PhD*

Academy of Music, Dance and Fine Arts "Prof. Asen Diamandiev"

**Topic 19 Virtual Reality as a Means for Immersion in Art History**

*Speaker: Assist. Prof. Bilyana Tsanova, PhD*

Veliko Tarnovo University "St. Cyril and St. Methodius"

**Topic 20 Activities to Popularize Professions Included in the New List of Vocational Education Professions**

*Speaker: Tanya Mihaylova, PhD candidate*

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**Topic 21 Fides et Ethica: Steganography and the Ethics of Trust in the Context of AI**

*Speakers: PhD candidate Elena Simova, Assist. Prof. Evelina Zdravkova, PhD*

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**Topic 22 Youth Health Education in a World of Smart Technologies: Between Innovation, Commercialization and Pedagogical Responsibility**

*Speakers: Assoc. Prof. Karolina Czerwicz, PhD, Karolina Piątek, PhD*

Wyższa Szkoła Humanistyczna w Lesznie, Poland



ПАТЕНТНО ВЕДОМСТВО  
на Република България



**EU IPO**  
EUROPEAN UNION  
INTELLECTUAL PROPERTY OFFICE

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- Topic 23 The Digital Ecosystem and the Transformation of Poetic Cinema in Contemporary Iran**  
*Speaker: Hamed Soleimanzadeh, PhD*  
University of Göttingen, Berlin, Germany
- Topic 24 Social Communications in Private Universities – Modern Dimensions and Innovation Pathways**  
*Speaker: Karim Jillab, PhD candidate*  
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- Topic 25 Young People as Drivers of Innovation in the Management of Information Processes for the Implementation of Sustainable Strategies in Industry**  
*Speaker: Karen Zolinski, PhD candidate*  
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- Topic 26 Digital Transformation of Information Processes in Educational Organisations: Dimensions, Digital Maturity and Governance-by-Process**  
*Speaker: Konstantin Bischoff, PhD candidate*  
ULSIT
- Topic 27 Innovative Communication Strategies to Promote Sustainability Among the Younger Generation**  
*Speaker: Sabine Hemstedt, PhD Candidate*  
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**Discussion. Group photo of participants.  
Lunch break and informal dialogue.**

## Virtual Presentations

- Topic 1**      **Artificial Intelligence and the Crisis of Authorship: Ethical and Legal Deficits in the Intellectual Property System**  
*Speaker: Assoc. Prof. Plamen Teodosiev, PhD*  
ULSIT
- Topic 2**      **Multilingualism, Intellectual Property and Artificial Intelligence**  
*Speaker: Assoc. Prof. Gergana Georgieva, PhD*  
South-West University "Neofit Rilski"
- Topic 3**      **A Model for Managing Ethical and Confidential Aspects of AI Chatbots in Libraries**  
*Speakers: Assist. Prof. Milena Bankovska, PhD, Assoc. Prof. Katya Rasheva-Yordanova, PhD, PhD candidate Luchozar Lozev, Assist. Prof. Elisaveta Tsvetkova, PhD*  
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- Topic 4**      **The Role of IP in Project Activities and Its Potential for Realization and Exploitation**  
*Speaker: Stella Velinova*  
Naval Academy "N. Y. Vaptsarov"
- Topic 5**      **Integration of AI, Motion Capture and Mixed Reality for Adaptive Therapeutic and Educational Environments for Autism Spectrum Disorders**  
*Speaker: Prof. DSc Ivan Trenchev*  
ULSIT
- Topic 6**      **Economics and Contractual Relations in the Bulgarian Ninth Art (Comics)**  
*Speaker: Georgi Chepilev*  
ULSIT
- Topic 7**      **An Innovative Approach to Technology and Entrepreneurship in Lower Secondary Education "The City of the Future"**  
*Speakers: Prof. Marina Ivanova, PhD, PhD candidate Natalia Mincheva*  
Plovdiv University "Paisii Hilendarski"
- Topic 8**      **Generative Artificial Intelligence and Some Challenges to Copyright**  
*Speaker: Alexander Yankov, PhD*  
South-West University "Neofit Rilski"
- Topic 9**      **Artificial Intelligence and the Human Voice – In Search of Boundaries**  
*Speaker: Alexander Yankov, PhD*  
South-West University "Neofit Rilski"

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- Topic 10**      **Logic of Breakthrough: When AI Turns the Known into the Unknown**  
*Speaker: Assist. Prof. Svetlana Syarova, PhD*  
ULSIT
- Topic 11**      **Technological Empowerment and a Humanistic Return: Studying the Impact of Contemporary Technological Development on the Performance of Classical Music in China and Europe**  
*Speaker: Liping Huang, PhD candidate*  
Academy of Music, Dance and Fine Arts "Prof. Asen Diamandiev"
- Topic 12**      **Glissando on the Trombone in the Process of Producing Sound: Acoustic, Physiological and Methodical Aspects**  
*Speaker: Ivan Todorov*  
Academy of Music, Dance and Fine Arts "Prof. Asen Diamandiev"
- Topic 13**      **Pedagogical Strategies for Managing Attention in Percussion Teaching in a Digital Environment**  
*Speaker: Vanessa Petkova, PhD candidate*  
National School of Music and Performing Arts "Dobrin Petkov" – Plovdiv; Academy of Music, Dance and Fine Arts
- Topic 14**      **Notes on Works Created with Artificial Intelligence and Their Protection**  
*Speaker: Assist. Prof. Desimira Yurukova, PhD*  
South-West University "Neofit Rilski"
- Topic 15**      **Civil Liability for Use of AI in Commercial Activity: Copyright Infringement and Risk Allocation**  
*Speakers: Assoc. Prof. Yordanka Noneva-Zlatkova, PhD, Assist. Prof. Suzana Tsanova-Rangelova, PhD, Katerina Kostova-Topuzova, PhD candidate*  
South-West University "Neofit Rilski"
- Topic 16**      **Opportunities and Challenges of Using AI in Teaching Intellectual Property**  
*Speaker: Assist. Prof. Kamelia Planska-Simeonova, PhD*  
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- Topic 17**      **Intelligent Methods for Managing Solar Trackers**  
*Speaker: Alexander Ganev, PhD candidate*  
South-West University "Neofit Rilski"
- Topic 18**      **Survey of Photovoltaic Systems with Sun-Tracking**  
*Speakers: Alexander Ganev, PhD candidate, Assoc. Prof. Lyudmila Taneva, PhD*  
South-West University "Neofit Rilski"
- Topic 19**      **The European Commission's Digital Omnibus – Key Proposals for Changes to the Personal Data Protection Regime – Part I**  
*Speaker: Prof. Martin Zahariev, PhD*  
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- Topic 20**      **The European Commission's Digital Omnibus – Key Proposals for Changes to the Personal Data Protection Regime – Part II**  
*Speaker: Prof. Martin Zahariev, PhD*  
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- Topic 21**      **Regional Challenges and Mechanisms for Preventing Islamic Practices in North Macedonia and Serbia**  
*Speaker: Danislav Iliev, PhD candidate*  
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- Topic 22**      **Comparative Analysis of Leadership Competency Models: Theoretical Foundations and Practical Applications**  
*Speaker: Atanas Troyanov, PhD candidate*  
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- Topic 23**      **Security of Data for AI Training as a Challenge to Intellectual Property**  
*Speaker: Assist. Prof. Vladimir Babanov, PhD*  
South-West University “Neofit Rilski”
- Topic 24**      **Intellectual Property in the Age of Artificial Intelligence**  
*Speaker: Dilyana Pencheva, PhD candidate*  
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The event is implemented within the framework of a project funded under Ordinance No. 9 of the Ministry of Education and Science, under Contract No. PCHSNP-2026-11/24.03.2026. It involves the organization of the Fourteenth National Seminar on the topic: “Intellectual Property: An Ecosystem of Knowledge, Innovation, and Identity,” dedicated to World Book and Copyright Day (April 23) and World Intellectual Property Day (April 26), with project leader Assist. Prof. Kamelia Planska-Simeonova, PhD. e-mail: [ippbg@unibit.bg](mailto:ippbg@unibit.bg)