



PROGRAM

**XIV National Seminar with International Participation on:
“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, “Ceremonial” 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
Welcome addresses and greetings

**10.30-10.45 Official Award Ceremony for “Homo Legens”
Users' group photo**



**The videoconference link will be active all day:
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
Patent Office



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

MUSICAUTHOR, ULSIT

PRACTICAL PANEL

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

Hristina Dimitrova

Cake away

Ridvan Akhmed Zait, PhD

Owner of Sugarland Ltd.

Tsani Doneva

Tsanita Travel Ltd.

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”

The Problem of Authorship in the Age of AI

Speaker: Jędrzej Górski

Poland

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

Speakers: Tsvetelina Aleksandrova, Margarita Vasileva

Patent Office

Distributed Somatic Labor and the Politics of Authorship in Collective Performance

Speaker: Nikolay Barzakov, PhD

Unfair Competition as an Object of Legal Obligations in the Context of AI Development

Speaker: Assoc. Prof. Manol Stanin South, PhD

West University “Neofit Rilski”



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"

Challenges for the Music Business in the AI Era: Integrated Strategies for Managing Performers' IP

Speaker: Bilyana Dimitrova, PhD
"Virginia Records" Ltd.

Music, Digital Media and Intellectual Property: the "Jingle Bells" Case

Speakers: Assist. Prof. Evelina Zdravkova, PhD, Radi Radev
ULSIT, Guard Representative Wind Orchestra

The Music Catalogue as an Object of Copyright and Trade – from Songs to Assets

Speaker: Svetoslava Dimitrova-Staneva, PhD
ULSIT

Minecraft, Fortnite and the DMCA: Copyright in Practice

Speakers: Svetoslava Dimitrova-Staneva, PhD, Veselin Stanev
UNIBIT

Economics and Contractual Relations in the Bulgarian Ninth Art (Comics)

Speaker: Georgi Chepilev
ULSIT

Anti-Crack Technology in Identification Cards - Intersection of Digital and Physical Security

Speaker: Sam Hakim Fruchtenicht
ARFID

Artificial Intelligence in Security and Communications Systems

Speaker: Iliana Dimitrova, PhD
ARFID

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

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



Homo legens in the Digital Age: Bibliographic Culture and the Reading Ecosystem among Students (Empirical Study)

Speaker: Assoc. Prof. Krasimira Aleksandrova, PhD

ULSIT

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

Platformization of the Book and Changes in IP Management

Speaker: Assist. Prof. Polina Stoyanova, PhD

University of National and World Economy (UNWE)

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"

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"

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"

AI and Its Application in Vocal Work

Speaker: Assist. Prof. Elvira Mateva, PhD

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

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"

Virtual Reality as a Means for Immersion in Art History

Speaker: Assist. Prof. Bilyana Tsanova, PhD

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



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

Speaker: Tanya Mihaylova, PhD candidate

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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

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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Social Communications in Private Universities – Modern Dimensions and Innovation Pathways

Speaker: Karim Jillab, PhD candidate

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Intellectual Property in the Age of AI

Speaker: Karen Zolinski, PhD candidate

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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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Young People as Drivers of Innovation in the Management of Information Processes for Sustainable Strategies in Industry – Use of LCA, LCC and MCDA to Tackle the Climate Crisis Compared to Previous Generations

Speaker: Karen Zolinski, PhD Candidate

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Digital Transformation of Information Processes in Educational Organisations: Dimensions, Digital Maturity and Governance-by-Process

Speaker: Konstantin Bischoff, 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 Luchezar Lozev, Assist. Prof. Elisaveta Tsvetkova, PhD
ULSIT
- 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
UISIT
- Topic 6** **Generative Artificial Intelligence and Some Challenges to Copyright**
Speaker: Alexander Yankov, PhD
South-West University "Neofit Rilski"
- Topic 7** **Artificial Intelligence and the Human Voice – In Search of Boundaries**
Speaker: Alexander Yankov, PhD
South-West University "Neofit Rilski"
- Topic 8** **Logic of Breakthrough: When AI Turns the Known into the Unknown**
Speaker: Assist. Prof. Svetlana Syarova, PhD
ULSIT
- Topic 9** **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"



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- Topic 10** **Notes on Works Created with Artificial Intelligence and Their Protection**
Speaker: Assist. Prof. Desimira Yurukova, PhD
South-West University "Neofit Rilski"
- Topic 11** **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 12** **Opportunities and Challenges of Using AI in Teaching Intellectual Property**
Speaker: Assist. Prof. Kamelia Planska-Simeonova, PhD
ULSIT
- Topic 13** **Intelligent Methods for Managing Solar Trackers**
Speaker: Alexander Ganev, PhD candidate
South-West University "Neofit Rilski"
- Topic 14** **Survey of Photovoltaic Systems with Sun-Tracking**
Speakers: Alexander Ganev, PhD candidate, Assoc. Prof. Lyudmila Taneva, PhD
South-West University "Neofit Rilski"
- Topic 15** **The European Commission's Digital Omnibus – Key Proposals for Changes to the Personal Data Protection Regime – Part I**
Speaker: Prof. Martin Zahariev, PhD
ULSIT
- Topic 16** **The European Commission's Digital Omnibus – Key Proposals for Changes to the Personal Data Protection Regime – Part II**
Speaker: Prof. Martin Zahariev, PhD
ULSIT
- Topic 17** **Regional Challenges and Mechanisms for Preventing Islamic Practices in North Macedonia and Serbia**
Speaker: Danislav Iliev, PhD candidate
ULSIT
- Topic 18** **Comparative Analysis of Leadership Competency Models: Theoretical Foundations and Practical Applications**
Speaker: Atanas Troyanov, PhD candidate
ULSIT
- Topic 19** **Security of Data for AI Training as a Challenge to Intellectual Property**
Speaker: Assist. Prof. Vladimir Babanov, PhD
South-West University "Neofit Rilski"



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- Topic 20 Intellectual Property in the Age of Artificial Intelligence**
Speaker: Dilyana Pencheva, PhD candidate
ULSIT
- Topic 21 Youth Health Education in a World of Smart Technologies: Between Innovation, Commercialization and Pedagogical Responsibility**
Speakers: Karolina Czerwiec, PhD (associate professor), Karolina Piątek, PhD
Poland
- Topic 22 Cultural Content and Intercultural Competence in English Language Teaching in Multilingual Classrooms: The Case of Secondary Schools in Kosovo**
Speaker: Bajram Demollari, PhD Candidate
University of Prizren "Ukshin Hoti", Prizren, Kosovo
- Topic 23 Digital Transformation of Information Processes in Educational Organisations: Dimensions, Digital Maturity and Governance-by-Process**
Speaker: Konstantin Bischoff, PhD Candidate
ULSIT
- Topic 24 Innovative Communication Strategies to Promote Sustainability Among the Younger Generation**
Speaker: Sabine Hemstedt, PhD Candidate
ULSIT
- Topic 25 Social Communications in Private Universities – Modern Dimensions and Innovation Pathways**
Speaker: Karim Jillab, PhD Candidate
ULSIT
- Topic 26 The Digital Ecosystem and the Transformation of Poetic Cinema in Contemporary Iran**
Speaker: Hamed Soleimanzadeh, PhD Candidate
Academy of Music, Dance and Fine Arts "Prof. Asen Diamandiev"

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