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**Martin Lorenz\***, Dept. of Mathematics, Temple University, Philadelphia, PA 19122. *On the importance of being rational*. Preliminary report.

The title is a nod to a recent excellent survey article by Jason Bell: On the importance of being primitive, Rev. Colombiana Mat. 53 (2019). The first part of the talk will concern the main theme of that article: the so-called Dixmier-Moeglin equivalence, which can be seen as a version of Hilbert's Nullstellensatz in a noncommutative setting. I plan to discuss this in the context of algebras that are equipped with an action by a Hopf algebra. I also hope to discuss semicenters in that context. (Received September 11, 2020)