



ITALIAN PATENT AND TRADEMARK OFFICE (UIBM)
DIRECTORATE GENERAL OF COMBATING COUNTERFEITING
MINISTRY OF ECONOMIC DEVELOPMENT



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Unioncamere (Sala Longhi), Rome, May 6, 2014

PROGRAM

prepared by the Secretariat of WIPO

Tuesday, May 6, 2014

10 a.m. – 10.20 a.m. **OPENING SESSION**

Welcome addresses by:

- Ms. Loredana Gulino, Director General, Directorate General for the Fight against Counterfeiting - Italian Patent and Trademark Office (UIBM), Roma
- Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector, World Intellectual Property Organization (WIPO), Geneva

SESSION I

- 10.20 a.m. – 10.50 a.m. Topic 1: Introduction to WIPO
Development of the International Legal Framework
Major Intellectual Property Economic Studies
- Speaker: Mrs. Francesca Toso, Senior Advisor, Special Projects
Division, Department for Africa and Special Projects,
WIPO, Geneva
- 10.50 a.m. – 11.30 a.m. Topic 2: The Patent Cooperation Treaty (PCT) –
Introduction and Future Developments
- Speaker: Mr. Matthew Bryan, Director, PCT Legal Division,
Innovation and Technology Sector (ITS), WIPO, Geneva
- 11.30 a.m. – 12.00 a.m. Topic 3: The importance of IP to Innovation and Success:
- Speaker: Mr. Giordano Cardini, IP Manager for Europe and CIS,
Ferrero Group S.P.A.
- 12.00 a.m. – 12.40 p.m. Topic 4: Global Intellectual Property Systems:
The Madrid System for the International Registration of
Marks
The Hague System for the International Registration of
Industrial Designs
The Lisbon System for the International Registration of
Appellations of Origin
- Speaker: Mr. Neil Wilson, Director, Registries Support Division,
Brands and Designs Sector, WIPO, Geneva
- 12.40 p.m. – 2. p.m. Lunch Break

SESSION II

2. p.m. – 2.30 p.m. Topic 5: WIPO Arbitration and Mediation: Alternative Dispute Resolution

Speaker: Mr. Matthew Bryan
- 2.30 p.m. – 3.10 p.m. Topic 6: Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy

Speaker: Mr. Yoshiyuki Takagi
- 3.10 p.m. – 3.45 p.m. Coffee Break
- 3.45 p.m. – 4.15 p.m. Topic 7: Relations between IUBM and WIPO

Speaker: Ms. Stefania Benincasa, Head, Division XIII, IUBM, Roma
- 4.15 p.m. – 4.45 p.m. Questions and Answers
- 4.45 p.m. – 5 p.m. **CLOSING SESSION**

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