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## **WIPO Services and Initiatives**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Directorate General for the fight against Counterfeiting- Italian Patent and Trademark Office (UIBM), Ministry of Economic Development, Roma, Italy

in collaboration with  
The University of Brescia

**Brescia, Italy, April 10, 2018**

PROVISIONAL PROGRAM

*prepared by the Secretariat*

Brescia, Italy  
Tuesday, April 10, 2018

9.00 a.m. – 9.30 a.m.     **REGISTRATION**

9.30 a.m. – 9.50 a.m.     **OPENING SESSION**

Welcome addresses by:

- Ms. Simona Marzetti, Head of international affairs, Directorate General for the fight against Counterfeiting (DGLC) – Italian Patent and Trademark Office (UIBM), Ministry of Economic Development;
- Mr. Giovanni Napolitano, Department for Transition and Developed Countries (TDC), World Intellectual Property Organization (WIPO)
- Prof. Franco Docchio, Rector's delegate for the Third Mission, University of Brescia (UNIBS)

9.50 a.m. – 10.10 a.m.     **Topic 1: Introduction to WIPO  
Development of the International Legal Framework  
Major Intellectual Property Economic Studies**

Speaker: Mr. Giovanni Napolitano, WIPO

10.10 a.m. – 10.40 a.m.     **Topic 2: The Patent Cooperation Treaty (PCT) –  
Introduction and Future Developments**

Speaker: Ms. Silke Weiss, Program Officer, PCT Outreach and User Relations Section, PCT Legal Division, PCT Legal and International Affairs Department, WIPO

10.40 a.m. – 11.00 a.m.     **Local Presentation on the PCT System**

Speaker: Ing. Luca Boccagni, Department of Intellectual Property, UFI Filters

11.00 a.m. – 11.15 a.m.     **Open Discussion**

Moderator: Prof. Massimiliano Granieri, Department of Mechanical and Industrial Engineering, University of Brescia

Panellists: Ms. Silke Weiss, WIPO

Ms. Loredana Guglielmetti, Head of patent division, UIBM

Ing. Luca Boccagni, UFI Filters

11.15 a.m. – 11.30 a.m.     **Coffee Break**

- 11.30 a.m. – 12.05 p.m. **Topic 3: Global IP Systems:**
- **The Madrid System for the International Registration of Marks**
  - **The Hague System for the International Registration of Industrial Designs**
- Speaker: Ms. Alexandra Grazioli, Director, Lisbon Registry, Law and Legislative Advice Division, Brands and Designs Sector, WIPO
- 12.05 p.m. – 12.25 p.m. **Local Presentation on the Madrid System**
- Speaker: Mr. Gherardo Portesi, Finance Director, Beretta Holding S.p.A.
- 12.25 p.m. – 12.40 p.m. **Questions and Answers**
- Panellists: Ms. Alexandra Grazioli, WIPO
- Mr. Gherardo Portesi, Beretta Holding S.p.A.
- Mr. Alfonso Piantedosi, Head of trademark and design division, UIBM
- 12.40 p.m. – 13.40 p.m. **Lunch break**
- 13.40 p.m. – 2.00 p.m. **Topic 4: Global IP Systems:  
The Lisbon System for the International  
Registration of Appellations of Origin**
- Speaker: Ms. Alexandra Grazioli, Director, Lisbon Registry, Law and Legislative Advice Division, Brands and Designs Sector, WIPO
- 2.00 p.m. – 2.20 p.m. **Local Presentation on the Lisbon System**
- Speaker: Mr. Flavio Innocenzi, Director, Consortium for the protection of Asiago cheese
- 2.20 p.m. – 2.35 p.m. **Questions and Answers**
- Panelists: Ms. Alexandra Grazioli, WIPO
- Mr. Flavio Innocenzi, Consortium for the protection of Asiago cheese

- 2.35 p.m. – 2.55 p.m.     **Topic 5:    WIPO Arbitration and Mediation:  
Alternative Dispute Resolution**
- Speaker:    Dr. Luca Barbero, Attorney, Studio Barbero, Turin
- 2.55 p.m. – 3.10 p.m.     **Questions and Answers**
- Panellist:    Dr. Luca Barbero, Attorney, Studio Barbero, Turin
- 3.10 p.m. – 3.30 p.m.     **Topic 6:    Global Databases for IP  
Platforms and Tools for the Connected  
Knowledge Economy**
- Speaker:    Mr. Christophe Mazenc, Director, Global Databases Division,  
Global Infrastructure Sector, WIPO
- 3.30 p.m. – 3.45 p.m.     **Questions and Answers**
- Panellist:    Mr. Christophe Mazenc, WIPO
- 3.45 p.m. – 4.00 p.m.     **CLOSING SESSION**

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