



WIPO/RS/IP/VBS/18/INF/1/PROV.3
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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 (UNIBS)

UNIBS, Brescia, Italy, April 10, 2018

PROGRAM

prepared by the Secretariat

Brescia, Italy

UNIBS, Dipartimento Economia e Management - Aula Magna Via San Faustino 74B

Tuesday, April 10, 20189.00 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**

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- 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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