



ONLINE WEBINAR

**WIPO/WEBINAR/TDC/2023/5/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: DECEMBER 4, 2023**

The Quest to Help Game Developers LevelUP their Intellectual Property

organized by
the World Intellectual Property Organization (WIPO)

December 12, 2023

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, December 12, 2023

Moderation:

Ms. Micaela Mantegna, WIPO Podcast Co-Host, Video game scholar at the Berkman Klein Center, Harvard University, TED Fellow

Ms. Allison Mages, Head, WIPO Podcast Co-Host, IP Commercialization Section, IP for Innovators Department (IPID), IP and Innovation Ecosystems Sector, WIPO

13.30 – 13.35 **OPENING**

Welcome by:

Mr. Habip Asan, Director, Division for Transition and Developed Countries (TDC), Regional and National Development Sector, WIPO

13.35 – 14.00 **Topic 1** **It's A-Me, IP! - Stories from the Industry**

Speakers: Mr. Mariusz Gąsiewski, CEE Mobile Gaming and Apps Lead, Google, Warsaw

Ms. Annie Wang, Principal IP Counsel, Tencent America, Palo Alto, CA, United States of America

Ms. Veda Cruz, Corporate Counsel, Gearbox Entertainment, Frisco, United States of America

14.00 – 14.15 **Topic 2** **It's Dangerous To Go Alone! Take This - LevelUP with WIPO with Materials and Lessons Learned**

Speakers: Ms. Margherita Marini, IP Commercialization Specialist, IP Commercialization Section, IP for Innovators Department (IPID), IP and Innovation Ecosystems Sector, WIPO

Mr. Ryszard Frelek, Program Officer, Section for Central European and Baltic States, Division for Transition and Develop Countries (TDC), Regional and National Development Sector, WIPO

14.15 – 14.40 **Topic 3** **Wake up Game Developer! You Have IP to Learn - Most Common Questions on IP from Small Game Developers**

Speakers: Mr. Jorge Andrés Bedoya, Partner, IE Law Group, Bedoya & Visbal, WIPO IP Clinic Expert

Mr. José Manuel Muñoz Herrera, Abogado Corporativo-Socio Fundador, Asesorías Legales Muñoz & Asociados, WIPO IP Clinic Expert

Mr. Michal Pękała, Partner, Head of Video Games, Rymarz Zdort Maruta, WIPO IP Clinic Expert

- 14.40 – 14.50 **Topic 4** **Break time! Chat with the Developer - Case study from Level UP and lessons learned**
- Speakers: Ms. Lorena Gjana, Co-founder, Producer, Beez Studio, Women in Games Ambassador, Tirana
- Margherita Marini
- 14.50 – 15.10 **Topic 5** **My Friends are my Power - The Role of Associations in Helping Game Developers Protect their Innovation and Creativity**
- Speakers: Ms. Andreea Medvedovici Per, Vice-President, European Game Developers Federation (EGDF), Executive Director, Romanian Game Developers Association, Bucharest
- Mr. Relja Bobić, Program Director, Serbian Games Association, Belgrade
- Representative of an Association/Federation
- 15.10 – 15.30 **Topic 6** **You are Finally Awake and There are No Arrows to be Found - What's next?**
- Moderator: Dr. Gaetano Dimita, Senior Lecturer, International Intellectual Property Law, Centre for Commercial Law Studies, Queen Mary University of London, WIPO PowerUP Expert
- Speaker: All invited speakers and participants

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