

WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Roberto Américo BIANCHI
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Date of Birth: May 6, 1946
Nationality: Argentinian and Italian

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Doctor en Derecho (LL.D.), University of Buenos Aires, (thesis on resolution of E-commerce disputes), 2004;
J.D., (Doctor en derecho), University of Buenos Aires, School of Law, 2003;
Post-Degree in Capital Markets, Universidad de Buenos Aires, School of Economics, 1993;
Intellectual Property Agent, Instituto Nacional de la Propiedad Industrial, 1993;
LL.B., Abogado, Universidad de Buenos Aires, School of Law and Social Sciences, 1970.

LANGUAGES

Spanish, English and French;
Reads and speaks German, Italian and Portuguese.

June 14, 2010

PRESENT POSITION

Professor of Arbitration and Mediation, Universidad Torcuato Di Tella, School of Law, Buenos Aires, since 2000;

Visiting Professor of International Commercial Arbitration, Universidad de Buenos Aires, School of Law, 2002-2005;

Attorney and counsel in IP, corporate, commercial, securities matters);

Registered mediator.

MEMBERSHIP IN PROFESSIONAL BODIES

Colegio Público de Abogados de la Capital Federal (Bar of the Federal District);

Asociación Argentina de Agentes de la Propiedad Industrial (AAPI).

AREAS OF SPECIALIZATION

Intellectual property (trademarks, patents, models, trade secrets, unfair competition, copyright, software protection, etc.);

Business Law (corporate, franchising, agency, distribution and licensing); Securities litigation.

EXPERIENCE IN INTELLECTUAL PROPERTY

Experience in I.P. since 1988; IP agent since 1993;

Trademark registration, challenge to registration, cancellation, challenge to opposition to registration, and associated disputes etc.);

Counsel in software protection; Mediator in intellectual property matters since 1996 (trademark and patent infringement, etc.).

MAJOR PUBLICATIONS

Books:

Normativa del Mercado de Capitales en la Argentina (Compilación), Zavalía, Buenos Aires, 1992, 1993, 1999;

Régimen de la Transparencia en la Oferta Pública, Zavalía, 1993;

Sistema Integrado de Jubilaciones y Pensiones, (co-author R. Capón Filas), Zavalía, 1994;

Mediación Prejudicial y Conciliación, Zavalía, 1996.

Articles on arbitration:

"Conflictos entre marcas y nombres de dominio de Internet. El surgimiento de un derecho global", *La Ley*, 6 de junio de 2000; "La nulidad del laudo arbitral por falta esencial del procedimiento", *Lexis Nexis-Jurisprudencia Argentina*, JA 2003-II, 9-4-2003, pp. 74-78;

"El exequatur de un laudo extranjero y la inhibitoria en relación con un arbitraje internacional", with co-author Roque J. Caivano, *Jurisprudencia Argentina*, 16-7-2003, pp. 38-46; "Competencia arbitral para decidir sobre la constitucionalidad", *LexisNexis Jurisprudencia Argentina*, JA 2003-IV-75; "Arbitraje y emergencia económica", *LexisNexis Buenos Aires*, Junio 2005, pp. 47-51.

Articles on other subjects:

"Insider Trading", *La Bolsa*, set.- oct. 1993, nov.- dic. 1993 y feb.- mar. 1994, Bolsa de Comercio de Buenos Aires; "Experiencia, intuición y análisis racional en la nueva abogacía", *Revista Jurisprudencia Argentina*, 14 de agosto de 1996, pp. 6-9; "Evaluación

de la alternativa judicial”, *La Ley*, Suplemento de Resolución de Conflictos, 6 de junio de 1997, págs. 3-10; “Mediación/conciliación en controversias comerciales en el MERCOSUR”, *Revista de Derecho del Mercosur*, Junio 1998, pp. 43-46; “Después de la constitucionalidad, la asignatura pendiente es la calidad de la mediación”, with co-author R. Caivano, *LexisNexis Jurisprudencia Argentina*, 6-11-2002.

Video:

“Mediación Económica”, An educational video VHS-PAL 35 min., Script and production, with co-authors G. Kotliar and N. Regueira, 1995.

EXPERIENCE IN COURT LITIGATION

Counsel, civil cases, 1970-73;

Since 1988: Counsel in civil, commercial, and I.P. cases, and drafting of contracts and legal documents).

PROFESSIONAL TRAINING IN MEDIATION**Training:**

University of California Santa Barbara, Course of Dispute Resolution, 1995;

Mediation training and practice, Federal Department of Justice, Argentina, 1995.

Teaching:

Professor, Arbitration and Mediation, School of Law, Universidad Torcuato Di Tella, Buenos Aires, since 2000;

Director, Mediation School, Universidad Maimónides, Buenos Aires, 1996;

Professor, Negotiation and Conflict Resolution, School of Law, Universidad Abierta Interamericana, Buenos Aires, 1996.

Lectures on Negotiation and Mediation:

Evaluative Mediation in Business Disputes”, Colegio Público de Abogados de la Capital Federal, June 2006; “Differences in ADR Tools”, Cámara de Actividades Mercantiles, November 1999;

“Business Mediation”, Colegio Público de Abogados de la Capital Federal, May 1999;

“Negotiation and Business Mediation”, Fundación Banco Empresario, October 1998; “Conflict

Resolution in Intellectual Property Cases”, Instituto de Propiedad Industrial, Colegio de

Abogados de Rosario, September 1998; “Mediation of Trade Mark Disputes”, Mercosur Forum,

September 1997; “Mediating I.P. Disputes”, Asociación Argentina de Agentes de la Propiedad

Industrial, September 1996; “Decision Theory and Negotiation”, Universidad de Buenos Aires,

School of Psychology, April 1996.

Consultancy:

Consultant to Inter-American Development Bank (IADB), task: Designing and Lecturing in a 100-hour course of Arbitration, 2003 (in collaboration with M. Catani and R. Caivano);

Consultant to IADB, task: Designing and lecturing in a 50-hour course of Mediation of IP and e-commerce disputes, 2002;

Consultant to IADB, task: Evaluation, Report and Proposals on the Argentine mediation experience, 1997;

External consultant to Nova Southeastern University, School of Systemic and Social Sciences, Task: Drafting of Program of Conflict Resolution, 1996.

EXPERIENCE IN MEDIATION

Mediator (appointed by parties in over 400 I.P. cases);

Mediator (drawn from the list of registered mediators in over 60 civil and commercial cases, mostly tort and breach of contract claims, etc.);

Counsel in over 25 cases of mediation in civil, commercial and I.P. matters.

(All cases refer to pre-trial mediation, mandatory in Buenos Aires since April 1996).

MEDIATION EXPERIENCE**SUMMARY TABLE**

Type	Administering Institution		Role	
	Name	Number of Mediations	Mediator	Counsel
International Mediations				
	Ad Hoc			
	Others:			
Number of cases: sub-total				
Domestic Mediations	Ministry of Justice - chosen by parties	420	420	
	Ministry of Justice - drawn from a list -	60	60	
	Ministry of Justice	25		25
Number of cases: sub-total		505	480	25
TOTAL		505	480	25