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MOROCCAN INDUSTRIAL AND  
COMMERCIAL PROPERTY OFFICE



AL AKHAWAYN UNIVERSITY



WORLD INTELLECTUAL PROPERTY  
ORGANIZATION (WIPO)

## **WIPO NATIONAL SEMINAR ON INDUSTRIAL PROPERTY FOR AL AKHAWAYN UNIVERSITY**

organized by  
the World Intellectual Property Organization (WIPO)  
and  
the Moroccan Industrial and Commercial Property Office (OMPIC)  
and  
Al Akhawayn University - Ifran

**Ifran, April 26 and 27, 2007**

**PROGRAM**

*prepared by the International Bureau of WIPO*

Thursday April 26, 2007

9.00 am – 9.30 am      OPENING CEREMONY

Welcome addresses given by:

The representative of the President of Al Akhawayn University,  
Ifraan, Morocco

The representative of the Moroccan Industrial and Commercial  
Property Office (OMPIC), Casablanca

The representative of the Director General of the World Intellectual  
Property Organization (WIPO), Geneva

9.30 am – 10.00 am      Coffee break

10.00 am – 11.30 am      Theme 1: Introduction

(a) Changes in the international legislative framework for intellectual  
property protection: WIPO treaties and free trade agreements

Speaker:      Mr. Marco Aleman, Deputy Director,  
Division for Public Policy and Development, WIPO

(b) The role and vision of OMPIC in the intellectual property sphere  
in Morocco

Speaker:      Mr. Aziz Bouazzaoui, Director, Moroccan Industrial and  
Commercial Property Office, OMPIC, Casablanca

11.30 am – 1.00 pm      Theme 2 : Patents

Moderator:      Representative of Al Akhawayn University,  
Ifraan, Morocco

(a) The patent system: a tool for promoting innovation and enhancing  
technology transfer

Speaker:      Mr. Marco Aleman

(b) Patent protection in Morocco: the legal framework and the role of  
the Moroccan Industrial and Commercial Property Office  
(OMPIC)

Speaker:      OMPIC speaker

(c) The Patent Cooperation Treaty

Speaker: Mr. Georges Ghandour, Technical Assistance and Capacity Building Bureau for Arab Countries, WIPO

(d) How to use the databases of the European Patent Office (EPO) and the French National Institute of Industrial Property (INPI), Paris

Speaker: Mr. Alain Souchart, Head of Mission, National Institute of Industrial Property (INPI), Paris, Economic Mission, French Embassy in Morocco, Rabat

1.00 pm – 2.30 pm Lunch break

2.30 pm – 5.00 pm Theme 3: Distinctive signs

Moderator: Mr. Aziz Bouazzaoui

(a) The protection of distinctive signs: the international legal framework and recent developments

Speaker: Mr. Marco Aleman

(b) The Madrid and Hague systems: Fundamental characteristics and benefits

Speaker: Mr. Georges Ghandour

Discussions and coffee break

(c) The protection of marks and industrial designs in Morocco: the legal framework and the role of the Moroccan Industrial and Commercial Property Office

Speaker: OMPIC speaker

(d) Role and importance of distinctive signs in the development of trade: marks, industrial designs and their importance for the commercialization of goods and services on national and export markets

Speaker: Mr. Georges Ghandour

Friday April 27, 2007

9.00 am – 10.30 am Theme 4 : Intellectual property in universities

Moderator: Representative of Al Akhawayn University,  
Ifra, Morocco

(a) The importance of intellectual property for universities

Speaker: Mr. Marco Aleman

(b) The development of university research

Speaker: Mr. Cyrille Chapon, Head of Development, Rennes

10.30 am – 11.00 am Discussions and coffee break

11.00 am – 1.30 pm (c) How universities and research centers use patents to stimulate  
research and encourage the creation of innovative firms

Speaker: Mr. Cyrille Chapon

(d) WIPO programs in the sphere of intellectual property education

Speaker: Mr. Georges Ghandour

(e) Intellectual property education in Morocco:  
current situation and future prospects

Speaker: Local speaker

1.30 pm CLOSING CEREMONY

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