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| **SEMINAR** |
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**The Commercial Use of Intellectual Property in Central European, Baltic States (CEBS) and Central Asian, Caucasian and Eastern European Countries (CACEEC)**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Global Intellectual Property Center (GIPC), United States Chamber of Commerce

**Geneva, December 15, 2014**

Provisional program

*prepared by the secretariat*

Monday, December 15, 2014

Room 13.1

9.00 a.m. – 9.20 a.m. **Opening Session**

Welcome addresses by:

* Mr. Patrick Kilbride, Executive Director, Global Intellectual Property Center (GIPC), Washington, D.C., United States of America (USA)
* Mr. Jan Walter, Coordinator for CEBS, Second Secretary, Permanent Mission of the Czech Republic to the United Nations Office and other International Organizations in Geneva
* Mr. Michal Svantner, Director, Department for Transition and Developed Countries, WIPO

9.20 a.m. – 11.00 a.m. **Topic 1** **Creativity and Collaboration to Maximize the**

 **Benefits of Intellectual Property**

 Speakers: Ms. Michelle Woods, Director, Copyright Law Division, WIPO

 Ms. Liz Fields, Co-Founder, Liz Fields, LLC

 Ms. Lolita Healy, CEO and Founder, Designs by Lolita, Inc

 Ms. Virág Halgand Dani, Deputy Permanent Representative, Permanent Mission of Hungary to the World Trade Organization (WTO)

10.45 a.m. – 11.00 a.m. Questions and answers

11.00 a.m. – 11.15 a.m. Coffee Break

11.15 a.m. – 12.00 p.m. **Topic 2** **The Important Role Played by Technology Transfer in the Economies of Countries in Transition**

 Speakers: Ms. Maria Eliseeva, Patent and Trademark Attorney, Boston, MA, USA

11.45 a.m. – 12.00 p.m. Questions and answers

12.00 p.m. – 1.00 p.m. **Topic 3** **Realizing the Value of the International Intellectual Property System at the National** **Level**

 Speakers: Ms Eun Joo Min, Senior Legal Counsellor, Building Respect for IP Division, WIPO

 Mr. Patrick Kilbride, Executive Director, GIPC

 Mr. Aleksandr Pytalev, Coordinator for CACEEC, Third Secretary, Permanent Mission of the Republic of Belarus to the United Nations Office and other international organizations in Geneva

1. 00 p.m. – 1.15 p.m. Questions and Answers

1.15 p.m. – 1.25 p.m. **CLOSING SESSION**

Thank you addresses by:

* Mr. Michal Svantner
* Ms. Anna Morawiec-Mansfield, Head, Non-Governmental Organizations and Industry Relations Section, WIPO
* Mr. Aleksandr Pytalev
* Ms. Ashley Mergen, Manager, GIPC

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