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World Intellectual Property Organization –   
Services and Initiatives to Help Grow Global Businesses through Innovation

organized by

**the World Intellectual Property Organization (WIPO)**

in cooperation with the Department of Jobs,   
Enterprise & Innovation and the Irish Patents Office

**Limerick, Ireland, June 18, 2014**

Provisional program

*prepared by the Secretariat of WIPO   
and the Department of Jobs, Enterprise & Innovation*

Wednesday, June 18, 2014

9.20 a.m. to 9.40 a.m. **Opening Session**

Welcome addresses by:

* Ms. Anne Coleman-Dunne, Director of IP, Department of Jobs, Enterprise and Innovation, Dublin
* Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector (GIS), World Intellectual Property Organization (WIPO)
* Mr. Paul Dillionhill, Director of the Technology Transfer Office (UL)

9.40 a.m. to 10.10 a.m. Topic 1: Introduction to WIPO:

Development of the International Legal Framework;   
Major Intellectual Property (IP) Economic Studies

Speaker: Mr. Christopher Ruggerio, Senior Legal Officer, Section for the Coordination of Developed Countries, Transition and Developed Countries Division (TDC), WIPO

10.10 a.m. to 10.35 a.m. Topic 2: The Patent Cooperation Treaty (PCT):   
Introduction and Future Developments

Speaker: Mr. Matthew Bryan, Director, PCT Legal Division, Innovation and Technology Sector, WIPO

10.35 a.m. to 11.15 a.m. Topic 3: In-House Innovation: Capturing Creativity through Intellectual Asset Management and IP Portfolio Management (IP Audits, Confidentiality, Trade Secrets)

Speaker: Mr. Joe Doyle, IP Manager, Enterprise Ireland

11.15 a.m. to 11.30 a.m. **Coffee break**

11.30 a.m. to 11.50 a.m.Topic 4: Global IP Systems: The Madrid System for the International Registration of Marks

Speaker: Ms. Debbie Roenning, Director, Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

11.50 a.m. to 12.20 p.m. Topic 5: Global IP Systems: Practice and experiences of the Madrid System for the International Registration of Marks

Speaker: Mr. Niamh Hall, Partner, FR Kelly & CO, Patent and Trade Mark Agents

12.20 p.m. to 1.00 p.m. Topic 6: Collaborative Innovation with Industry: Technology Transfer and Access to Higher Education IP and Know‑How

Speaker: Ms. Alison Campbell, Director, Knowledge Transfer Ireland

1.00 p.m. to 2.00 p.m. **Lunch break**

2.00 p.m. to 2.30 p.m. Topic 7:

(a) WIPO Arbitration and Mediation Center (ADR):   
Alternative Dispute Resolution

Speaker: Mr. Matthew Bryan

2.30 p.m. to 2.55 p.m. (b) Using Mediation to Reduce Cost in IP Enforcement:   
Possible Case Study

Speaker: Ms. Yvonne McNamara, Barrister at Law

2.55 p.m. to 3.15 p.m. (c) The Unified Patent Court: A new Court System for Defending European patents

Speaker: Ms. Anne Coleman-Dunne

3.15 p.m. to 3.45 p.m. Topic 8: Global Databases for IP Platforms and Tools for the Connected Knowledge Economy

Speakers: Mr. Yoshiyuki Takagi

Mr. Fergal Brady, Patent Examiner, Patents Office (TCD),

Ms. Karen Ryan, Patent Examiner, Patents Office (UL),

3.45 p.m. to 4.15 p.m. Questions and Answers

**CLOSING SESSION**

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