



REGIONAL SEMINAR

**WIPO/REG/IP/SPORT/SIN/14/1. PROV.
ORIGINAL: ENGLISH
DATE: NOVEMBER 2014**

The Strategic Use of Intellectual Property by the Sports Industry

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Singapore Cooperation Programme (SCP)

and with the assistance of
the Intellectual Property Office of Singapore (IPOS)

Singapore, November 25 and 26, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Day One: Tuesday, November 25, 2014

10.00 – 10.30 Opening Ceremony

Welcome Addresses by:

Mr. Denis Croze, Director, World Intellectual Property Organization (WIPO)
Singapore Office (WSO), Singapore

Mr. Daren Tang, Deputy Chief Executive, Intellectual Property Office of
Singapore (IPOS)

Followed by the official photograph

10.30 – 10.45 Coffee Break

10.45 – 11.30 Stream A (for participants from sporting agencies)

Topic 1: Introduction to Intellectual Property

Speaker: Mr. Cheah Yew Kuin, Local Principal, Baker &
McKenzie, Singapore

10.45 – 11.30 Stream B (for participants from IP Offices)

Topic 1: Introduction to the World of Sport

Speaker: Ms. Annabel Pennefather, Head, Sports Law
Practice, KhattarWong LLP, Singapore

11.30 – 12.00 **Topic 2: IP as an Enabler of Economic and Social Development:
How IP can be used to Support the Sport Industry**

Speaker: Ms. Carole Croella, Senior Counsellor, Copyright
Law Division, WIPO, Geneva

12.00 – 12.45 **Topic 3: The Role of IP in Sports Sponsorship, Advertising and
Marketing**

Speaker: Ms. Carolina Pina Sánchez, Partner, Garrigues
Law Firm, Madrid

12.45 – 14.00 Lunch Break

14.00 – 15.30 **Topic 4: IP Challenges and Opportunities for Governments relating
to the Organization and Commercial Exploitation of Major
Sporting Events and Local Competitions**

Mr. Darren King, Associate, Intellectual Property, Technology
and Sport, Rajah & Tann, Singapore

Ms Claire Sng (nee Bailey), Associate, DLA Piper UK LLP and
Ms. Andaleeb Basunia, Rights Protection Lawyer (Manager),
Rugby World Cup 2015, IMG, both formerly of the London
Organising Committee of the Olympic Games and Paralympic

Games (LOCOG), London

- 15.30 – 16.00 Coffee Break
- 16.00 – 16.15 Discussion on Day One Topics
- 16.15 – 19.00 Tour of the Singapore Sports Hub and WIPO Hosted Reception

Day Two: Wednesday, November 26, 2014

- 09.30 – 10.30 **Topic 5: Sports Broadcasting, TV Rights and Social Media: National and International Perspectives**
- Speakers: Mr. Fernand Alberto, Head of Legal & Business Affairs, NBC Universal, Singapore
- Ms. Premila Manvi, Legal Officer, Asia Broadcasting Union- Kuala Lumpur
- Ms. Carole Croella
- 10.30 – 10.45 Coffee Break
- 10.45 – 11.45 **Topic 6: The Application of IP Rights: Implications for Sporting Organizations and Business**
- Speakers: Ms. Prita Divakaran, Legal Counsel, Asian Football Confederation, Kuala Lumpur
- 11.45 – 12.30 **Topic 7: Practical Aspects of IP: Exploiting IP Rights through Licensing and Merchandising Agreements**
- Speaker: Ms. Carolina Pina Sánchez
- 12.30 – 13.45 Lunch Break
- 13.45 – 14.30 **Topic 8: Legacy Planning and National Strategies on Intellectual Property and Sport**
- Speaker: Mr. David Faulks, Managing Director, Generation Alliance, Sydney
- 14.30 – 15.15 **Topic 9: International Sports Disputes – The Role of Mediation and Arbitration**
- Speaker: Mr. Ignacio De Castro, Deputy Director and Head, WIPO Arbitration and Mediation Center, Geneva
- 15.15 – 15.45 Coffee Break

15.45 – 16.30 **Topic 10: Creating Value in the Sport Industry: IP Creation and Global Branding**

Speaker: Mr. David Faulks

16.30 – 17.15 **Topic 11: The Role of IP for Athletes and Image Rights**

Speaker: Ms. Carolina Pina Sanchez

17.15 – 17.45 **Summary Exercise**

Moderator: Mr. Peter Willimott, Senior Program Officer, WIPO Singapore Office

17.45 – 18.00 Closing Ceremony

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