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| DATE: April 1, 2015 | | |

**WIPO Services and Initiatives**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Israel Patent Office (ILPO)

**Haifa, April 15, 2015**

Provisional program

*Prepared by the Secretariat*

Wednesday, April 15, 2015

8.30 a.m. – 8.50 a.m. Registration and welcome coffee

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

Welcome Addresses by:

* Mr. Asa Kling, Director, Israel Patent Office (ILPO)
* Prof. Omri Rand, Director, Samuel Neaman Institute
* Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector (GIS), WIPO

9.20 a.m. – 9.40 a.m. **Topic 1: The ILPO as WIPO’s cooperation partner and service provider for the users of the IP system**

Speaker: Mr. Asa Kling, ILPO

9.40 a.m. – 10.00 a.m. **Topic 2:** **Introduction to WIPO**

**Development of the International Legal Framework**

**Major Intellectual Property Economic Studies**

Speaker: Mr. Moshe Leimberg, Senior Program Officer, Section for Coordination of Developed countries, Department for Transition and Developed Countries (TDC), WIPO

10.00 a.m. – 10.15 a.m. **Topic 3:** **The Patent Cooperation Treaty (PCT) –**

**Introduction and Future Developments**

Speaker: Mr. Matthew Bryan, Director, PCT Legal Division, Patents and Technology Sector, (PTS), WIPO

10.15 a.m. – 10.35 a.m. **The PCT – The actual practice (questions, experiences, discussion)**

Moderator: Mr. Michael Bart, Head, PCT division, ILPO

Speakers: Mr. Matthew Bryan, WIPO

Ms. Shulamit Hirsch, IP Manager, Ramot, Tel Aviv University

Questions and Answers

10.35 a.m. – 10.50 a.m. Coffee break

10.50 a.m. – 11.10 a.m. **Topic 4:** **Global Intellectual Property Systems**

1. **The Madrid System for the International Registration of Marks**
2. **The Hague System for the International Registration of Industrial Designs**

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

11.10 a.m. – 11.25 a.m. **Global Intellectual Property Systems: The Actual Practice (Questions, Experiences, Discussion)**

Moderator: Ms. Anat Levi, Head, Trademarks Division, ILPO

Speakers: Ms. Debbie Roenning, WIPO

Ms. Ronit Barzik-Soffer, Head, Trademark Department, Reinhold Cohn Group

Questions and Answers

11.25 a.m. – 11.45 a.m. **Topic 5: WIPO’s Arbitration and Mediation Center**

Speaker: Mr. Matthew Bryan, WIPO

11.45 a.m. – 12.15 p.m. **Topic 6:** **Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy, with emphasis on WIPO Green and WIPO Re:Search**

Speaker: Mr. Yoshiyuki Takagi, WIPO

12.15 p.m. – 12.35 p.m. **Topic 7:** **WIPO Digital Copyright Developments**

Speaker: Mr.Paolo Lanteri, Legal Officer, Copyright Law Division, Culture and Creative Industries Sector, WIPO

12.35 p.m. – 1.00 p.m. **CLOSING SESSION**

Questions and Answers

1.00 p.m. – 2.00 p.m. Lunch

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