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| JAPAN PATENT OFFICE |
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| **SEMINAR** | |
| WIPO/RS/IP/JP/14/INF/1/PROV. | |
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**Global Intellectual Property Strategy and WIPO Services**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Japan Patent Office (JPO)

**Osaka, Japan, November 28, 2014**

Provisional program

*Prepared by the secretariat*

supported by:



Japan Intellectual Property Association (JIPA)

Friday, November 28, 2014

9.15 a.m. – 9.45 a.m. Reception

9.45 a.m. – 10.00 a.m. **Opening Session**

Welcome addresses by:

* Mr. Yukio Hokura, Director General, Patent and Design Examination Department, Japan Patent Office (JPO)
* Mr. Kazushi Takemoto, President, Japan Intellectual Property Association (JIPA) [Suntory Holdings Limited]
* Mr. Yo Takagi, Assistant Director General, Global Infrastructure Sector, World Intellectual Property Organization (WIPO), Geneva

10.00 a.m. – 10.20 a.m. **Topic 1:** Introduction to WIPO

Development of the International Legal Framework

Major Intellectual Property Economic Studies

Speaker: Mr. Christopher Ruggerio, Senior Legal Officer, Section for the Coordination of Developed Countries, WIPO

10.20 a.m. – 10.40 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

10.40 a.m. – 10.55 a.m. Global Patenting Strategy and the PCT:

Speaker: Mr. Tetsunori Minato, Vice Chairperson, International Affairs Committee, JIPA, (IPICS CORPORATION)

10.55 a.m. – 11.15 a.m.: Panel discussion:

Moderator: Mr. Kazuo Hoshino, Director, Policy Planning and Research, Customer Relations Policy Division, Trademark and Customer Relations Department, JPO

Panelists: Mr. Tetsunori Minato, JIPA

Mr. Matthew Bryan, WIPO

11.15 a.m. – 11.35 a.m. Coffee break

11.35 a.m. – 11.55 a.m. **Topic 3:** 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, WIPO

11.55 a.m. – 12.10 p.m. Global Branding Strategy and the Madrid System:

Speaker: Mr. Junichi Honda, Vice Chairperson, Trademark Committee, JIPA, (Otsuka Pharmaceutical Co., Ltd.)

12.10 p.m. – 12.30 p.m. Panel Discussion:

Moderator: Mr. Naohito Kaneko, Director,Trademark Policy Planning Office, Trademark Division, Trademark and Customer Relations Department, JPO

Panelists: Mr. Junichi Honda, JIPA

Ms. Debbie Roenning, WIPO

12.30 p.m. – 1.30 p.m.: Lunch and Networking

1.30 p.m. – 1.50 p.m. **Topic 4:** Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy

Speaker: Mr. Yo Takagi, WIPO

1.50 p.m. – 2.10 p.m. Panel Discussion: The Value of WIPO Database Services for IP Globalization

Moderator: Mr. Yuichiro Nakaya, Director, International Affairs, Information Technology Planning Office, Policy Planning and Coordination Department, JPO

Panelists: Mr. Shuichi Takayama, Deputy Chairperson, Information Search Committee, JIPA, (Panasonic Corporation)

Mr. Yo Takagi, WIPO

2.10 p.m. – 2.40 pm **Topic 5:** Practical Tips on Alternative Dispute Resolution

Speakers: Mr. Matthew Bryan, WIPO

Mr. Teruo Kato MCIArb Solicitor, England & Wales, WIPO Neutral, Takeda & Hasegawa

2.40 p.m. – 3.00 p.m. **Topic 6:** Japanese Government policy for IP globalization and cooperation with WIPO

Speaker: Masaru Takahashi, Deputy Counsellor, Secretariat of Intellectual Property Strategy Headquarters

3.00 p.m. –3.30 p.m. **CLOSING SESSION**

Questions and Answers

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