

WIPO



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WORLD INTELLECTUAL PROPERTY ORGANIZATION

GENEVA

MASTER OF LAWS (LL. M) IN INTELLECTUAL PROPERTY

organized by
the World Intellectual Property Organization (WIPO)
and
the University of Turin

in cooperation with

the International Training Center of the International Labour Office (ILO),
and
with the financial assistance of the Government of Italy

Turin, June 1, 2005, to January 31, 2006

**PROVISIONAL PROGRAM FOR THE VISIT TO WIPO
(Geneva, October 31 to November 4, 2005)**

prepared by the Secretariat

Venue: WIPO – Rooms 028 & 029, Ground Floor of the P&G Building

Monday, October 31, 2005

9.00 – 9.15	Opening remarks
	Mr. Yo Takagi, Executive Director, Office of Strategic Planning and Policy Development, and the WIPO Worldwide Academy
9.15 – 9.45	Introduction to the World Intellectual Property Organization (WIPO)
Lecturer:	Mrs. Gao Hang, Deputy Dean and Head, Policy Development Program, WIPO Worldwide Academy
9.45 – 10.45	Introduction to Trademark Law
Lecturer:	Mr. Octavio Espinosa, Director-Advisor, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO
10.45 – 11.00	Break
11.00 – 12.00	External Speakers' Program
Lecturer:	Dr. Giampiero DeLuca, Chief Intellectual Property Counsel, Serono International S.A.
12.00 – 14.30	Lunch break
14.30 – 15.30	Introduction and visit to the WIPO Knowledge Management Center and e-Library
Lecturer:	Mr. Gábor Karetka, Head, WIPO Knowledge Management Center and e-Library
<i>Venue:</i>	<i>Celeste Room - CAM Building</i>
15.30 – 17.00	Individual research
17.00 – 18.00	Reception – 13 th floor of the WIPO Main Building

Tuesday, November 1, 2005

9.30 – 10.30	The Madrid System Concerning the International Registration of Marks
Lecturer:	Mr. José Graça-Aranha, Director, Information and Promotion Division, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO
10.30 – 11.30	The Trademark Law Treaty
Lecturer:	Mr. Martin Senftleben, Associate Officer, Trademarks, Industrial Designs and Geographical Indications Law Division, WIPO
11.30 – 11.45	Break
11.45 – 12.30	Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement)
Lecturer:	Mrs. Jayashree Watal, Counsellor, Intellectual Property Division, World Trade Organization (WTO)
12.30 – 14.30	Lunch break
14.30 – 15.30	Regional Trademark Registration Systems [(Organisation Africaine de la Propriété Intellectuelle (OAPI), African Regional Intellectual Property Organization (ARIPO), the Community Trademark, etc.)]
Lecturer:	Mr. Denis Cohen, Head/Senior Lecturer, Education and Degree/Diploma Program, WIPO Worldwide Academy
15.30 – 17.30	International Protection of Copyright and Related Rights
	i. The Berne Convention
	ii. The TRIPS Agreement
	iii. The Rome Convention
	Collective Management of Copyright and Related Rights
	Infringement of Copyright and Related Rights and Remedies
Lecturer:	Mr. Larry Allman, Senior Fellow, WIPO Worldwide Academy

Wednesday, November 2, 2005

9.30 – 10.45	The Protection of Geographical Indications at the National and International Level
Lecturer:	Mr. Matthijs Geuze, Senior Counsellor, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO
10.45 – 12.00	Individual meetings with WIPO officials
12.00 – 14.00	Lunch break
14.00 – 17.30	Individual research

Thursday, November 3, 2005

9.30 – 11.00	The Patent Cooperation Treaty (PCT) and its Advantages
Lecturer:	Mr. Matthew Bryan, Director, PCT Legal Division, WIPO
11.00 – 11.15	Break
11.15 – 12.00	Branding: How to Use the Intellectual Property System to Protect and Market Your Ideas, Products and Services
Lecturer:	Mrs. Helen Lom, Director-Advisor (Brand Development), Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO
12.00 – 14.00	Lunch break
14.00 – 17.30	Individual meetings with WIPO officials

Friday, November 4, 2005

9.00 - 10.30

Arbitration and Alternative Dispute Settlement and
Services of the WIPO Arbitration and Mediation Center

Lecturer:

Mrs. Leena Ballard, Consultant, WIPO Arbitration and
Mediation Center

10.30 - 11.00

Break

11.00 - 12.00

Closing remarks

Mr. Mpazi Sinjela, Dean, WIPO Worldwide Academy

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