

Program for the Study Visit  
to the World Intellectual Property Organization (WIPO)  
by Students from Santa Clara University, USA

June 14, 2006

*Venue: Ludwig Baeumer Room, WIPO Main Building, 34, chemin des Colombettes, CH-1211  
Geneva 20*

- |               |                |  |
|---------------|----------------|--|
| 14.00 – 14.30 |                | Welcome remarks and Introduction to the World Intellectual Property Organization (WIPO) and the Work of the WIPO Worldwide Academy |
|               | Speaker:       | Mr. Yo Takagi, Executive Director, Office of Strategic Planning and Policy Development, and the WIPO Worldwide Academy, WIPO       |
| 14.30 – 15.15 | <u>Topic 1</u> | <u>Socio-Economic Importance of Intellectual Property</u>  |
|               | Speaker:       | Mr. Yo Takagi  |
| 15.15 – 16.00 | <u>Topic 2</u> | <u>Industrial Property: Patents, Trademarks, Geographical Indications and Industrial Designs</u>                                   |
|               | Speaker:       | Mr. Anil Sinha, Head/Senior Lecturer, Research & Executive Program, WIPO Worldwide Academy, WIPO                                   |
| 16.00 – 16.15 |                | Break  |
| 16.15 – 17.00 | <u>Topic 3</u> | <u>Copyright and Related Rights: International Protection of Copyright and Related Rights</u>                                      |
|               | Speaker:       | Mr. Larry Allman, Senior Fellow, WIPO Worldwide Academy, WIPO  |
| 17.00 – 17.45 | <u>Topic 4</u> | <u>Intellectual Property, Internet Domain Names and the WIPO Mediation and Arbitration Center</u>                                  |
|               | Speaker:       | Mr. Mathias Lilleengen, Senior Legal Officer, WIPO Arbitration and Mediation Center, WIPO  |
| 17.45 – 18.00 |                | Evaluation and Closing of the Session  |

[End of document]