



PATENT OFFICE OF THE
REPUBLIC OF LATVIA



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

CONFERENCE

**WIPO/IPR/RIG/12/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: MARCH 2012**

Intellectual Property Rights Management

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Patent Office of the Republic of Latvia

Riga, May 8 and 9, 2012

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, May 8, 2012

9.00 – 9.30 Registration

9.30 – 10.00 Opening Ceremony

Welcome addresses by:

Mr. Gaidis Bērziņš, Minister, Ministry for Justice of the Republic of Latvia, Riga

Mr. Reinis Bērziņš, Director, Latvian Patent Office, Riga

The representative of the World Intellectual Property Organization (WIPO),
Geneva

10.00 – 10.20 **Topic 1** **WIPO Vision of the Role of Intellectual Property (IP) Protection in Economic and Social Processes**

Speaker: Dr. Francis Gurry, Director General, WIPO

10.20 – 10.40 **Topic 2** **The Influence of IP on Innovation and Economic Growth of Small and Medium-sized Enterprises (SMEs). Reform of Trademark System in the European Union (EU)**

Speaker: Ms. Margot Fröhlinger, Director, Intellectual Property, DG Internal Market and Services (DG Markt), European Commission, Brussels

10.40 – 11.00 Coffee Break

11.00 – 11.20 **Topic 3** **European Patent Network (EPN). Prospects for Cooperation between the European Patent Office (EPO) and Member States**

Speaker: Mr. Benoît Battistelli, President, EPO, Munich, Germany

11.20 – 11.40 **Topic 4** **Common Challenges for the Office of Harmonization for the Internal Market (OHIM) and National Offices in Respect of Revision of Trademark System in the EU**

Speaker: Mr. Joao Negrao, Director, International Cooperation and Legal Affairs, OHIM, Alicante, Spain

11.40 – 12.10 **Topic 5** **The Significance of IP Strategy in the Promotion of Innovation**

Speaker: Mr. Ron Marchant, IP Expert, Torfaen, United Kingdom

12.10 – 14.00 Lunch Break

14.00 – 14.20	Topic 6	The Advantages and Challenges of Transforming an Industrial Property Office into an Intellectual Property Office	Speaker: Mr. Sean Dennehey, Director of Patents, Intellectual Property Office of the United Kingdom, London
14.20 – 14.50	Topic 7	Government Management of Intellectual Property - The Benefits of the Holistic Approach	Speaker: Dr. Miklós Bendzsel, President, Hungarian Intellectual Property Office (HIPO), Budapest
14.50 – 15.10	Topic 8	Patent Information for Business Decision-Making	Speaker: The representative from EPO, Munich
15.10 – 15.30	Coffee Break		
15.30 – 16.30	Topic 9	Commercialization and Evaluation of Intangible Assets	Speaker: Mr. Guido von Scheffer, CEO, IP Strategists, Hamburg, Germany
16.30 – 17.00	Topic 10	Latvian IP Strategy and Challenges Facing the Latvian Patent Office	Speaker: Mr. Reinis Bērziņš
17.00 – 17.20	Wrap-up Session		

Wednesday, May 9, 2012

10.00 – 10.20	Topic 11	Turning an Industrial Property Office into an Intellectual Property Office	Speaker: Mr. Ron Marchant
10.20 – 10.40	Topic 12	Cooperation Experience between the Danish Patent and Trademark Office (DKPTO) and SMEs. Challenges of Self-Financing of a National IP Office	Speaker: Mr. Jesper Kongstad, Director General, Danish Patent and Trademark Office, Taastrup, Denmark
10.40 – 10.50	Topic 13	IP Valuation in Latvia – Practical Experience	Speaker: Ms. Olga Vahatova, Patent Agency Tria Robit, Riga

10.50 – 11.10	Coffee Break	
11.10 – 11.30	Topic 14	IP Services for Entrepreneurs, Start-Ups, Spin-Offs and SMEs Speaker: Mrs. Susanne ÅsSivborg, Director General, Swedish Patent and Registration Office, Stockholm
11.30 – 12.30	Topic 15	The Role of Technology Transfer Offices in Intellectual Property Rights Protection and Commercialization of Research Results Speakers: Mr. Renārs Reklaitis, Technology Transfer Center, Riga Technical University Ms. Sandra Muižniece, Technology Transfer Centre, Latvia University of Agriculture, Riga Mr. Reinis Markvarts, Technology Transfer Center, University of Latvia, Riga
12.30 – 12.45	Discussion	
12.45 – 14.00	Lunch Break	
14.00 – 14.20	Topic 16	IP Protection Experience Based on Innovation Support and Technology Transfer Activities in Latvia Speaker: Ms. Gundega Lapiņa, Latvian Technological Center, Riga
14.20 – 14.40	Topic 17	Experience with Legal Protection of Industrial Property in an Enterprise Speaker: Mr. Jānis Ošlejs, "Primekss" Ltd., Riga
14.40 – 15.00	Topic 18	A Company's Goodwill: Building a Brand and Creating Brand Value Speaker: Ms. Lotte Tisenkopfa-Iltnerne, "Madara Cosmetics" Ltd., Riga
15.00 – 15.20	Coffee Break	
15.20 – 15.40	Topic 19	Benefits of Protecting Property Rights for SMEs Speaker: Mr. Jevgenijs Fortūna, Association of Patent Attorneys of Latvia, Riga
15.40 – 16.00	Wrap-up Session and Closing Ceremony	

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