



Mr. Michael Keplinger  
Deputy **Director General**  
Copyright and Related Rights Sector  
WIPO

Mr. Michael Keplinger was appointed to WIPO's top management team in December 2006, after 22 years' service in the U.S. Patent and Trademark Office (USPTO). As the senior advisor on copyright in the United States Executive Branch, he led a team of copyright attorneys responsible for analyzing and formulating recommendations for the U.S. Administration on copyright policies, and for implementation of those policies. Before joining the USPTO, he held various positions at the U.S. Copyright Office.

Mr. Keplinger now oversees the activities of the WIPO sector responsible for copyright and related rights and for enforcement. In January, he represented WIPO for the first time at the special session of the Standing Committee on Copyright and Related Rights (SCCR), where he worked with Member States to clarify the outstanding issues regarding proposals for a new treaty on the protection of broadcasting organizations. As this Magazine goes to press, he is supervising the final preparations by WIPO's enforcement team for the Third Global Congress (page 6), where he will join government and business leaders in seeking to turn the rising tide of counterfeiting and piracy. "I am really enjoying being on the other side of the dais after so many years of being a delegate," says Mr. Keplinger. "I enjoy the challenge of the new job, but having a first class team of people to work with in my Sector and elsewhere in WIPO makes it a lot easier."