Head of Intellectual Property Office Conference (HIPOC) for Countries in South Asia and Southeast Asia – Phase I

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with, and with the assistance of
the Japan Patent Office (JPO)

Tokyo, June 29 and 30, 2015

PROGRAM

prepared by the International Bureau of WIPO
Monday, June 29, 2015

8.30 – 9.00 Registration and administration matters

9.00 – 9.15 Opening ceremony

Welcome address by:

Mr. Hitoshi Ito, Commissioner, Japan Patent Office (JPO), Tokyo

Mr. Andrew M. Ong, Director, Regional Bureau for Asia and the Pacific, World Intellectual Property Organization (WIPO), Geneva

9.15 – 9.30 Introduction

Forging a Partnership for Technical Assistance Sustainability, In-Country Institutional Capacity-Building and Tangible Economic Benefits from IP, with National IP Offices through HIPOC

Mr. Andrew M. Ong

THEME I CONVERSATIONS ON THE GLOBAL MANIFESTATIONS OF IP IN CONTEMPORARY SOCIETY

9.30 – 10.15 Topic 1 The Complex Reality of IP

- Using IP to drastically change the pace of innovation and creativity and dissemination of knowledge
- What drives innovation and creativity?
- How is IP a tool for innovation?
- Why and how should the public sector manage IP?

Speaker: Mr. John Dodds, Patent Attorney, Dodds and Associates, Washington, D.C.

10.15 – 10.45 Roundtable Discussion: The Vicissitudes of Gods!

A Presentation and Panel Discussion on Topic 1 in relation to the job mission of DG’s considering the state of IP development in the country

Presenter and Moderator: Mr. Jesper Kongstad, Director General, Danish Patent and Trademark Office, Taastrup, Denmark

10.45 – 11.00 Coffee Break
11.00 – 11.45  **Topic 2**  
**Fundamental Requisites for an Enabling Environment for IP to be Relevant to National Development**

- What comprise the innovation ecosystem?
- How to build the ecosystem from ground zero?
- Lessons and cases from countries

**Speaker:** Mr. John Dodds

11.45 – 12.15  **Roundtable Discussion:** 
**A Journey of A Thousand Miles**

A Presentation and Panel Discussion on Topic 2 in relation to the mission and vision of national IP offices

**Presenter and Moderator:** Mr. Jesper Kongstad

12.15 – 13.45  **Lunch Break**

13.45 – 14.30  **Topic 3**  
**Trademarks: In Support Branding Strategies**

- Definition (+ examples)
- Criteria of protection
- Registration
- Well-known marks
- Non-traditional marks
- Trademarks and the Internet
- Branding

**Speaker:** Mr. Giulio Zanetti, International Consultant, Adjunct Professor, Loyola University, Rome

14.30 – 15.00  **Roundtable Discussion:** 
**Finding the Cheese in the Labyrinth (Part 1)**

A Panel Discussion on Topic 3 in relation to the challenges of operating the national trademark registry

**Moderator:** Mr. Andrew M. Ong

15.00 – 15.15  **Coffee Break**
15.15 – 16.00  Topic 4  Patents: An International Perspective to Protecting Inventions and the Role of National Patent Systems - at the technical and policy levels

- Definition, types (+ examples)
- Criteria of protection
- Filing and granting ( + exclusions)
- Rights conferred (+ exceptions & limitations)

Speaker: Ms. Tomoko Miyamoto, Head, Patent Law Section, WIPO

16.00 – 16.30  Roundtable Discussion: Finding the Cheese in the Labyrinth (Part 2)

A Panel Discussion on Topic 4 in relation to the challenges of operating the national patent registry

Moderator: Mr. Andrew M. Ong

Lead Discussants: DGs from two selected countries

16.30 – 17.15  Topic 5  Industrial Designs: Growing in Importance and Value

- Definition of an industrial design (+ examples)
- Conditions of protection of an industrial design
- Registration
- Means of protection of designs (Policy options)

Speaker: Mr. Giulio Zanetti

17.15 – 17.45  Roundtable Discussion: Finding the Cheese in the Labyrinth (Part 3)

A Panel Discussion on Topic 5 in relation to the challenges of operating the national design registry

Moderator: Mr. Andrew M. Ong

19.00 – 21.00  Reception
Tuesday, June 30, 2015

THEME II  SELECTED TOPICS FOR AN INTELLECTUAL PROPERTY OFFICE EXECUTIVE MBA (IPO-EMBA) PROGRAM


Speakers:  Mr. Hitoshi Ito, Commissioner, Japan Patent Office (JPO), Tokyo

Mr. Jesper Kongstad

9.30 – 10.00  Information-Sharing Session on Performance Measures

Lead Discussants:  Mr. Miguel Ángel Margáin, Director General, Mexican Institute of Industrial Property, Mexico

Ms. Patricia García-Escudero Marquez, Director General, Spanish Patent and Trademark Office (OEPM), Madrid

10.00 – 10.15  Coffee Break

10.15 – 10.45  Topic 7  Managing the Human Capital as a Core Asset; Human Resource (HR) Policy, Strategies and Administrative Structures; Workload Assignments; Recruiting and Retaining the Right People and Training

Speakers:  Mr. Jesper Kongstad

Mr. Kunihiko Shimano, Director-General, Patent Examination Department (Electronic Technology), JPO

10.45 – 11.15  Information-Sharing Session on HR-related Concerns and Challenges

Lead Discussants:  Mr. Miguel Ángel Margáin

Ms. Patricia García-Escudero Marquez
11.15 – 11.45  Topic 8  Understanding the Core Business of Trademark and Patent Examination; Quality vis-à-vis Speed; Effectivity versus Efficiency; What should be Considered as Backlogs and How to Effectively Reduce Them

Speakers: Mr. Miguel Ángel Margáin
Ms. Patricia García-Escudero Marquez

11.45 – 12.15  Information-Sharing Session on Quality Assurance Measures

Lead Discussants: Mr. Masayuki Koyanagi, Director General, Patent Examination Department (Chemistry, Life Science and Material Science), JPO
Mr. Jesper Kongstad

12.15 – 13.45  Lunch Break

13.45 – 14.15  Topic 9  Building a Culture of Customer-Centric Service and Why It Pays to Listen to Customers; Stakeholder and Customer Mapping and Feedback Mechanisms; Defining and Communicating the Organizational Culture Internally and Externally; Measuring Achievements in Culture-Building

Speakers: Ms. Patricia García-Escudero Marquez
Mr. Miguel Ángel Margáin

14.15 – 14.45  Information-Sharing Session on Organizational Culture

Lead Discussants: Mr. Hirotoshi Ito
Mr. Jesper Kongstad


Speakers: Mr. Shintaro Takahara, Director, International Policy Division, JPO
Mr. Jesper Kongstad
Ms. Tomoko Miyamoto
15.30 – 16.00  **Information-Sharing Session on International Cooperation**

Lead Discussants:  Ms. Patricia García-Escudero Marquez

Mr. Miguel Ángel Margáin

16.00 – 16.15  **Coffee Break**

16.15 – 17.00  **Path Forward: Discussions on Sustainability of Results from Technical Assistance Given to National IP Offices and the Next HIPOC**

17.00 – 17.30  **Closing ceremony**

Closing addresses by:

The DG representatives of the Association of Southeast Asian Nations (ASEAN) and the South Asian Association for Regional Cooperation (SAARC)

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