INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND CULTURAL HERITAGE IN THE DIGITAL WORLD

Jointly organized by
the World Intellectual Property Organization (WIPO)

and

the Ministry of Culture of Spain

Madrid, October 29 and 30, 2009

PROGRAM

prepared by the WIPO Secretariat
Thursday, October 29, 2009

09.30 – 10.00 Welcome address by:

World Intellectual Property Organization (WIPO)

Ministry of Culture of Spain

10.00 – 10.30 Intellectual property and cultural heritage at the crossroads of law, technology and business: a view from WIPO

Speaker: Mr. Richard Owens, Director, Copyright E-Commerce Technology and Management Division, WIPO

Theme I: Cultural Heritage Institutions as Users of Intellectual Property: Accessing and Preserving Cultural Heritage

10.30 – 11.00 Topic 1: Intellectual property issues related to digital preservation, display, public communication and reproduction of cultural heritage

Speaker: Mr. Juan José Marin, Professor of Law, Universidad de Castilla - La Mancha, Toledo and Lawyer, Gómez-Acebo & Pombo, Madrid

11.00 – 11.30 Coffee Break

11.30 - 12.00 Topic 2: Libraries as custodians of cultural heritage in Spain and the European Union

Speaker: Ms. Milagros Del Corral, Director, National Library of Spain, Madrid

12.00 – 12.30 Topic 3: Libraries, archives and cultural heritage in Latin America: the experience of Chile

Speaker: Ms. Nivia Palma, Director, Dirección Bibliotecas, Archivos y Museos de Chile, Santiago de Chile
12.30 – 13.00  Topic 4:  Accessing cultural heritage online: the role of rightsholders
Speaker: Ms. Magdalena Vinent, Managing Director, CEDRO, Madrid

13.00 – 13.15  Topic 5:  The perspective of search engines
Speaker: Mr. Yoram Elkaim, Head of Legal, Southern Europe, Google, Paris

13.15 – 14.00  Round Table discussion
Moderator: Mr. Carlos Guervós, Director, Copyright Unit, Ministry of Culture, Madrid

14.00 – 15.30  Lunch

15.30 – 16.00  Topic 6:  Identifying and accessing cultural heritage in the digital environment: the public domain, orphan works and the role of registries
Speaker: Mr. Andrés Guadamuz, Professor of Law, University of Edinburgh, Edinburgh

16.00 – 16.30  Topic 7:  Documentation and digitization of intangible cultural heritage: the experience of WIPO
Speaker: Ms. Brigitte Vezina, Consultant, Traditional Knowledge Division, WIPO

16.30 – 17.00  Coffee Break

16.45 – 17.45  Round Table discussion
Moderator: Mr. Víctor Vázquez López, Senior Counselor, Copyright E-Commerce Technology and Management Division, WIPO
Friday, October 30, 2009

Theme II: Cultural Heritage Institutions as Creators, Owners and Managers of Intellectual Property

09.30 – 10.00 Topic 8: The commercial value of cultural heritage: markets and the “Experience Economy”

10.00 – 11.00 Topic 9: Displaying art on the Web: the experience of major museums
Speakers: Mr. Javier Docampo, Head of Documentation, Museo Nacional del Prado, Madrid
Ms. Maria Pallante, Associate Register for International Affairs, US Copyright Office; Former Legal Adviser, Guggenheim Museum, New York

11:00 – 11.30 Coffee Break

11.30 – 12.00 Topic 10: Legal challenges for preserving and accessing photographic archives: the experience of the Televisa Foundation, Mexico
Speaker: Ms. Carmen Quintanilla Madero, Intellectual Property Director, Grupo Televisa, Mexico City

12.00 – 12.30 Topic 11: Preservation of web-based materials: the experience of the National Library of the Netherlands
Speaker: Ms. Annemarie Beunen, Copyright Lawyer, National Library of the Netherlands, The Hague
12.30 – 13.00  Topic 12:  Online use of cultural heritage in educational institutions: an example from Spain

Speaker: Ms. Ana Álvarez Lacambra, Content Coordinator of Red.es, Madrid

13.00 – 14.00  Round Table discussion

Moderator: Mr. Richard Owens

14.00 – 14.15  Closing Remarks

Ministry of Culture and WIPO

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