

WIPO



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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

INFORMATION MEETING ON
INTELLECTUAL PROPERTY FINANCING

organized by
the World Intellectual Property Organization (WIPO)

Geneva, Switzerland, March 10, 2009

PROGRAM

prepared by the Secretariat

Tuesday, March 10, 2009

09.00 – 09.10 Welcome address by:

Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO), Geneva

09.10 – 10.00

Theme 1

Overview of Intellectual Property Financing

Moderator: Ms. Lucinda Longcroft, Senior Legal Officer, Copyright and Related Rights Sector, WIPO

Speaker: Mr. Lorin Brennan, Special Counsel, Independent Film and Television Alliance, Gray Matter, LLC, Los Angeles, United States of America

10.00 – 10.45

Theme 2

IP Financing in the Field of Trademarks

Moderator: Mr. Ernesto Rubio, Assistant Director General, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO

Case study of Malaysia

Speaker: Mr. Jern Ern Chuah, Chief Executive Officer, Advanz Fidelis Sdn Bhd, Kuala Lumpur, Malaysia

Case study of brand franchising

Speaker: Mr. Ronald Crawford, IP and Brand Protection Manager, Arsenal Football Club Plc, London, United Kingdom

10.45 – 11.00

Q&A/ Discussion

11.00 – 11.45

Theme 3

IP Financing in the Field of Patents

Moderator: Ms. Tomoko Miyamoto, Head, Patent Law Section, Patent Division, WIPO

Case study of Israel

Speaker: Ms. Renee Ben-Israel, Vice President Intellectual Property, Yissum Technology Transfer, Hebrew University, Jerusalem, Israel

Case study of biotechnology industry

Speaker: Mr. Iain C. Shirlaw, Director, Active Investment Partners, Beith, Scotland, United Kingdom

11.45 – 12.30

Theme 4

IP Financing in the Field of Copyright

Moderator: Ms. Lucinda Longcroft

Case study of Nigeria

Speaker: Mr. Dayo Ogunyemi, Partner, 234 Media Partners, Lagos, Nigeria

Case study of software

Speaker: Ms. Leianne Crittenden
Chief Counsel, Oracle Financing Division,
Oracle Corporation, Inc., Redwood Shores,
United States of America

12:30 – 14.00

Lunch

14.00 – 15.00

Theme 5

Financial institutions' perspective of IP financing

Moderator: Mr. Yoshiyuki Takagi, Executive Director,
Global IP Infrastructure Department, WIPO

Speakers: Ms. Megan Deane, Deputy Managing
Director, Ex-Im Bank, Kingston, Jamaica

Ms. Helena Tenório Veiga de Almeida, Head
of Policy Design Department, Coordinator,
Intangible Assets Evaluation Program,
Brazilian Development Bank, Rio de Janeiro,
Brazil

15.00 – 15.30

Q&A/Discussion

15.30 – 17.00

Theme 6

International policy development on IP financing

Moderator: Mr. Michael Keplinger, Deputy Director
General, Copyright and Related Rights
Sector, WIPO

United Nations Commission on International Trade Law
(UNCITRAL) Legislative Guide on Secured Transactions
and current work on security interests in IP rights

Speakers: Mr. Spiros Bazinas, Secretary, Working Group
VI, UNCITRAL, Vienna, Austria

Professor Neil Cohen, Jeffrey D. Forchelli
Professor of Law, Brooklyn Law School, New
York, United States of America

Current law reform of personal property securities law in
Australia

Speaker: Mr. Robert Patch, Principal Legal Officer,
Personal Property Securities Branch,
Attorney-General's Department, Canberra,
Australia

17.00 – 17.30

Q&A and discussion on future activities

Moderator: Mr. Michael Keplinger

17.30

Closing

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