

NAME STANDARDIZATION WORKSHOP

Geneva¹, May 12, 2025

PROGRAM

prepared by the International Bureau of WIPO

08.00 – 09.00	Registration: WIPO Access Center
09.00 – 09.15	Young-Woo Yun, Head, Standards Section, WIPO
09.15 – 11.00	<p>Session 1: Practices and challenges on cleaning and normalizing name data</p> <ul style="list-style-type: none">Brief on the draft recommendations on data cleaning of names Erjola Murataj, Intellectual Property Information Officer, Standards Section, WIPOExchange of current practices, benefits and challenges on cleaning and normalizing name data Kieran Power, Acting Chief Data Officer, Data and Analytics, Data and Technology Group, IP Australia, Australia Mitchell Gray, Senior Data Scientist, Data & Analytics, Data & Technology Group, IP Australia, Australia

¹ The headquarters of WIPO, 34, Chemin des Colombettes, Geneva (Room U. Uchtenhagen).

Jumi Lee, Senior Deputy Director, Korean Intellectual,
Property Office, Republic of Korea

Alexander Gorbunov, Head of the Development Centre for
AI, Federal Institute of Industrial Property, Federal Service
for Intellectual Property, Russian Federation

11.00 – 11.20

Coffee break

11.20 – 13.00

**Session 1: Practices and challenges on cleaning and
normalizing name data (cont.)**

- Exchange of current practices, benefits and challenges on
cleaning and normalizing name data (cont.)

Jouko Berndtson, Development Specialist, Finnish Patent
and Registration Office, Finland

Argentina García González, Examiner, Business
Operations Department, European Union Intellectual
Property Office

Mosahid Khan, Head, Statistics and Data Analytics
Division, WIPO

Khadar Hosh, Data Analyst, Canadian Intellectual Property
Office, Canada

13.00 – 14.30

Lunch break

14.30 – 15.40

**Session 1: Practices and challenges on cleaning and
normalizing name data (cont.)**

Khadar Hosh, Data Analyst, Canadian Intellectual Property
Office, Canada

- AI-powered tools for name data normalization

Yann Cherel, Consultant, Data Management and
Governance Section, WIPO

- Applicant name standardization initiative of the five
intellectual property offices (IP5)

Jumi Lee, Senior Deputy Director, Korean Intellectual
Property Office, Republic of Korea

15.40 – 16.00

Session 2: Cooperation on cleaning and normalizing name data

- Collaborative initiatives among intellectual property offices

Nicolas Hauw, Senior Project Manager, Standards Section,
WIPO

16.00 – 16.20

Coffee break

16.20 – 17.10

Session 2: Cooperation on cleaning and normalizing name data (cont.)

- Engagement of IP user groups

Arndt Mecke, Deputy Chair of Working Group PDG
IMPACT, Patent Documentation Group (PDG)

Guido Moradei, Confederacy of European Patent
Information User Groups (CEPIUG)

17.10 – 17.45

Session 3: Round table discussions and conclusions

- Suggestions to improve the draft recommendations on data cleaning of names

Moderator:

Mr. Young-Woo Yun, Head, Standards Section, WIPO

17.45 – 18.00

Closing remarks

Young-Woo Yun, Head, Standards Section, WIPO

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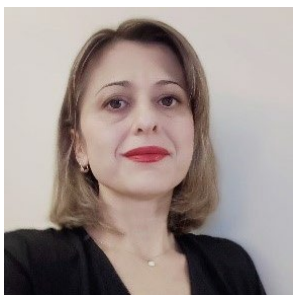
SPEAKERS' PROFILES



Young-Woo Yun

Intellectual Property Information Officer, Standards Section, WIPO

Young-Woo Yun (Woody) is the Head of the Standards Section at WIPO. He is the Secretary of the Committee on WIPO Standards (CWS) and is in charge of the development of WIPO Standards in close collaboration with experts from WIPO Member States and Observers, and of coordinating the implementation of Standards in IP ecosystems. He was a patent examiner, an IT project manager and a team lead for IT international cooperation in the Korean Intellectual Property Office (KIPO) before joining WIPO in 2004.



Erjola Murataj

Intellectual Property Information Officer, Standards Section, WIPO

With a Master's degree in Computer Science and over 20 years of experience, Erjola Murataj has a strong background in IT and Intellectual Property. She has experience in building and transforming IT infrastructure and services in the Public Sector. Prior to joining WIPO, she held various positions at the Albanian Intellectual Property Office, including Senior IT Expert and Head of IT and Publication Sector. She then moved to the European Union Intellectual Property Office as IT Project Manager, where she worked on the integration IPOs trademark and industrial design data into the EUIPO search tools. She has a strong background in supporting national IP offices and multicultural organizations in IT project management, international cooperation, IP data harmonization and dissemination.



Kieran Power

Acting Chief Data Officer, Data and Analytics, Data and Technology Group, IP Australia, Australia

Kieran Power has been with IP Australia since 2007. Kieran is IP Australia's acting Chief Data Officer. Kieran has extensive experience in intellectual property, with over ten years in international IP policy and managing IP capacity building programs in the Indo-Pacific region. Kieran has also been IP Australia's Deputy Chief Economist and acting Head of the Patent Analytics Hub. Kieran has a Bachelor's Degree in Economics from Macquarie University.

Mitchell Gray

Senior Data Scientist, Data & Analytics, Data & Technology Group, IP Australia, Australia

Mitchell Gray has been with IP Australia since 2019. Mitchell is an IP right data specialist and leads a team who specializes in answering economic and research questions from IP Data. Mitchell was an aircraft reliability engineer prior to working with IP Australia. Mitchell has a Graduate Diploma in Data Science and a bachelor's degree with Honors in Mechanical engineering.



Jumi Lee

Senior Deputy Director, Korean Intellectual Property Office, Republic of Korea

Jumi Lee has been working in the International IT Affairs Team at the Korean Intellectual Property Office (KIPO) since 2016. She began her career at KIPO in 2011 as a patent examiner. Prior to joining KIPO, she worked at the DMC R&D Center of Samsung Electronics Co., Ltd., where she contributed to the development of standard-essential patents and core technologies for the 3GPP and IEEE 802.16 specifications. She holds a Ph.D. in Electrical Engineering from the Korea Advanced Institute of Science and Technology (KAIST).



Alexander Gorbunov

Head of the Development Centre for AI, Federal Institute of Industrial Property, Federal Service for Intellectual Property, Russian Federation

Mr. Gorbunov graduated from Omsk Polytechnic Institute (Russian Federation) with a degree in Automated Control Systems. For over a decade, he served as Technical Director at a regional IT integrator company. He later obtained an MBA from the Open University (United Kingdom). Between 2009 and 2012, he headed the Ministry of Industrial Policy, Transport, and Communications in the Omsk Region of Russia. Since 2016, he has been working at the Federal Institute of Industrial Property, where he currently leads the development of AI-driven IT solutions.



Jouko Berndtson

Development Specialist, Finnish Patent and Registration Office, Finland

Jouko Berndtson is a Development Specialist at the Finnish Patent and Registration Office. He has over 20 years of experience at the IPR Office and has previously served as a patent examiner. In his current role, he is responsible for developing data systems, particularly databases and patent-data transfers between patent offices.



Argentina García González

Examiner, Business Operations Department, European Union Intellectual Property Office

Argentina has been an integral part of the EUIPO Operations Department since 2013, bringing a strong foundation in economics, having earned a degree in the field. In her current role as Examiner and Performance Assurance Officer (PAO) within the Inter-Partes Proceedings & IP Rights Management Service, Argentina plays a key role in identifying opportunities for improvement and submitting proposals to optimize EUIPO systems (website and back-office).

Before joining EUIPO, Argentina gained experience in the sector as a buyer for German distribution companies, which enabled her to develop a unique understanding of the business landscape and the importance of trade marks and designs.



Mosahid Khan

Head, Statistics and Data Analytics Division, WIPO

Mosahid Khan, Head of IP Statistics within the Department for Economics and Data Analytics at the World Intellectual Property Organization (WIPO), offers over 25 years of experience in intellectual property statistics. His expertise spans data management, the development of methodologies and international guidelines, science and technology (S&T) indicators, and the drafting of flagship publications, among other areas.

Before joining WIPO in 2007, Mr. Khan served for six years as an economist/statistician at the OECD Directorate for Science, Technology and Industry. His professional history also includes roles at Eurostat, the consulting firm Camire (Luxembourg), Loughborough University (UK), and South Bank University (UK).

Mr. Khan has contributed to several peer-reviewed academic journals, with his research primarily concentrating on innovation and economic growth, finance and growth, and the development of S&T indicators for economic analysis.

He obtained his M.Sc. in Economics from Queen Mary and Westfield College, University of London, in 1993.

Khadar Hosh

Data Analyst, Canadian Intellectual Property Office, Canada

Yann ChereI

Consultant, Data Management and Governance Section, WIPO



Nicolas Hauw

Senior Project Manager, Standard Section, WIPO

Nicolas Hauw holds two master's degrees respectively in political sciences and European and International Law and Project. Currently Senior Project Manager for the Global Identifier Project, he joined the WIPO in 2024. His professional track record includes various positions in Brussels in EU institutions and associations, both supporting European projects and the development of EU policies. Before joining WIPO, he also led a career in Spain in major consulting firms before integrating the European Union Intellectual Property Office (EUIPO) as Project lead of an innovative project on IP and blockchain. Nicolas has a high interest in the potential impact of new technologies on the enforcement of IPR.



Arndt Mecke

Patent Information Professional, Siemens AG, Germany

Arndt Mecke is a Mineralogist by education and started working for Siemens' patent information department in 2001, after working in IT for different SMEs. Siemens' Munich based patent information department is operating an in-house patent database accessible to everyone in the company. Arndt and his colleagues offer custom made alert services as well as education and training for the in-house system. Arndt is also

deputy chairman of the PDG working group IMPACT.



Guido Moradei

Confederacy of European Patent Information User Groups (CEPIUG)

Guido Moradei is a Qualified Patent Information Professional and a member of the European community of IP information specialists: one of the founder and current president of the Italian Association of Patent Documentalists, former secretary and delegate of the Confederacy of European Patent Information User Groups before the WIPO to participate in the work of some CWS Task Forces, IP Information and IPC committees, meetings and round tables and in the updating of the Patent Register Portal. Guido is a registered IP attorney before the Italian Patents and Trademarks Office and the European Union Intellectual Property Office and manages a firm dealing with IP information and prosecution.