

WIPO/WEBINAR/STANDARDS/2021/19/1 PROV. 2
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WEBINAR ON WIPO BLOCKCHAIN WHITEPAPER FOR IP ECOSYSTEMS

organized by
the World Intellectual Property Organization (WIPO)

Virtual, September 28, 2021



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GENERAL INFORMATION:

1. This event will take place virtually on September 28, 2021 at 12 noon (CEST), taking into account the situation of the COVID-19 pandemic. The Webinar will be conducted only in English without interpretations.
2. All interested parties are invited to this Webinar and are kindly asked to register prior to the event. The registered attendees will be provided an option of submitting their questions about the event's subject matter to WIPO before the event even though the audience will have an option to ask questions through the chat box, during the webinar.

TENTATIVE PROGRAM SCHEDULE

Tuesday September 28, 2021

- 12:00 - 12:10 **Welcome address**
Mr. Kenichiro NATSUME, Assistant Director General, Infrastructure and Platforms Sector, WIPO
- Launch of WIPO Blockchain Whitepaper**
- 12:10 - 12:30 **Introduction to Blockchain Whitepaper for IP ecosystems**
Mr. Young-Woo Yun, Head, Standards Section, WIPO
- 12:30 - 13:10 **Presentations on main considerations of blockchain**
- Draft new WIPO standard on the use of Blockchain in the IP ecosystem: *Mr. Craig Stokes, IP Australia*
 - Interoperability and Governance in Blockchain: *Mr. Gilbert Verdian, ISO*
 - The regulatory challenges of blockchain applications in the IP ecosystem: *Mr. Aurelio Lopez-Tarruella Martinez, Universidad de Alicante*
 - Significance of Collaboration and Capacity building in blockchain : *Mr. Jitan Chandanani, IBM*
- 13:10-13:40 **Panel Discussions on main considerations of blockchain**
Moderator:
Mr. Young-Woo Yun, Head, Standards Section, WIPO
- Panelists:*
Mr. Craig Stokes, Director, International ICT Cooperation, IP Australia
Mr. Gilbert Verdian, Convenor, ISO/TC 307/SG , ISO
Mr. Aurelio Lopez-Tarruella Martinez, Associate Prof. Private International Law, Universidad de Alicante (España)
Mr. Jitan Chandanani, Partner, Blockchain Leader, IBM India and South Asia
- 13:40- 13:50 **Break**
- Blockchain use cases within IP ecosystems**
- 13:50 – 14:40 **Presentations on Blockchain Use Cases**
- Blockchain-based Copyright management systems: Benefits and Challenges : *Roanie Levy, Access Copyright*

- Digital platform for IPR management: *Vladislav Mamontov, Rospatent*
- Interconnected IP registries for trademarks and industrial designs: *Adam Stubbings, European Union Intellectual Property Office (EUIPO)*
- Digital Transformation in Plant Variety Protection: *Hend Madhour, International Union for the Protection of New Varieties of Plants (UPOV)*
- Distributed IP portfolio management and transactions: *Steve MacKenzie, Koch Companies Public Sector, LLC*

14:40 – 15:20

Panel discussion on Blockchain Use Cases in IP business

Moderator:

Richard Ashley, Task Group Lead, Blockchain Subcommittee, Emerging Issues Committee, International Trademark Association (INTA)

Panelists:

Roanie Levy, CEO and President, Access Copyright

Vladislav Mamontov, Adviser, International Cooperation Department, Rospatent

Adam Stubbings, New Technologies Service - Digital Transformation Department, European Union Intellectual Property Office (EUIPO)

Hend Madhour, IT Officer, International Union for the Protection of New Varieties of Plants (UPOV)

Steve MacKenzie, Chief Counsel at Koch Companies Public Sector, LLC

15:20- 15:30

Closing remarks

Mr. Kunihiro FUSHIMI, Director, International Classifications and Standards Division, WIPO

[Annex follows]

SPEAKERS' PROFILES

SESSION 1: Launch of WIPO Blockchain Whitepaper



Mr. Craig Stokes

Director, International ICT Cooperation, IP Australia

Craig is currently the Director of International ICT Cooperation at IP Australia where he manages multilateral and bilateral ICT cooperation activities with IP Australia, WIPO and other IPOs and is currently working on the WIPO blockchain program and other WIPO standards.

Craig has had a long career in the Australia Public Service at IP Australia, the Department of Foreign Affairs and Trade and AusAID, managing a wide range of activities including IT service centres, interagency ICT service delivery, Whole of Government liaison, supporting web applications and reforms to data centres, software licencing and IP Australia's virtual assistant 'Alex'. Craig has a passion making different organisations work as one to deliver great a customer service experience.



Mr. Aurelio Lopez-Tarruella Martinez

Associate Prof. Private International Law, Universidad de Alicante (España)

Associate Professor of Private International Law at the University of Alicante. Director of the Iberoamerican Chair on Digital Culture and Intellectual Property. Director of the Research Group on Global Innovation Law and Policy, GIP-Law (UA). Former Vice Dean of Postgraduate Studies of the Faculty of Law.

Consultant in the field of intellectual property for the European Parliament, the European Commission and WIPO. Director and founder of LVCENTINVS, blog of intellectual property and information technologies (Spanish and English). His publications in open access are available here: <https://rua.ua.es/dspace/simple-search?query=lopez-tarruella>



Mr. Gilbert Verdian

Convenor, ISO/TC 307/SG , ISO

With over 20 years of Cybersecurity experience and C-level accountability as a CISO, CIO and CTO, Gilbert is a recognised pioneer in cybersecurity and DLT. He has held senior roles in the UK and Australian governments, working at Downing St, HM Treasury, the Cabinet Office, the Ministry of Justice and NSW Health, as well as in the private sector at Mastercard, Vocalink, CSC, EY, PwC, BP and HSBC. One of the first to understand the importance of interoperability in driving mass adoption of DLT-based infrastructures, Gilbert (in 2015) created the Blockchain ISO Standard TC307, which has since become an international effort by 53 countries working together to standardise the technology. He is also Chair of the UK's national committee on Blockchain and Distributed Ledger Technologies (DLT/1) as well as the Interoperability Working Group for ISO. Gilbert also sits on committees in the Federal Reserve, the EU's Blockchain Observatory, PayUK's Cybersecurity board and UK Government's DLT committees.



Mr Jitan S. Chandanani

Partner, Blockchain Leader, IBM India and South Asia

As IBM's Blockchain Leader for India and South Asia, Jitan is responsible for helping clients enable the capability and strengths of blockchain in their current environment to drive business growth and future opportunities. Additionally, IBM is focused on driving collaborations across ecosystem partners by identifying and investing in potential use cases spanning blockchain and other disruptive technology trends including cognitive, analytics and robotics among others. Most recently, Jitan at IBM helped establish the world's biggest Telecom blockchain in India to manage unwanted pesky calls and unsolicited commercial communication. Prior to IBM, Jitan was a Managing Director with KPMG LLP in New York, responsible for building KPMG's Blockchain offerings and alliances with industry players. His role also included working with top-tier clients such as Goldman Sachs, the Santander Group, Deutsche Bank AG, Citigroup (Smith Barney), HSBC, Bank of New York among others to realign business strategy and trading practices in response to customer demand and market environment changes. Jitan's experience and career have helped him develop an on-site working and cultural knowledge of clients in North America, LATAM, Europe and South Asia.

SESSION 2: Blockchain use cases within IP ecosystems



Mr. Richard Ashley

Task Group Lead, Blockchain Subcommittee, Emerging Issues Committee, International Trademark Association (INTA)

Richard Ashley serves on the International Trademark Association's (INTA) Emerging Issues Committee and its Blockchain Subcommittee, where he leads an advocacy and resource development task group concerning the adoption of blockchain technology for registered IP rights and its impact on brand owners and professionals. He is also Senior Intellectual Property Manager at NBA Properties, Inc., and founder of the National Basketball Association's (NBA) Blockchain Working Group, which advises the league and its member teams on blockchain-related strategy and whose work includes NBA TOP SHOT collectible NFT (non-fungible token) moments in partnership with Dapper Labs. Richard has a career spanning over 20 years advising a variety of corporations and institutions around the world on technology, trademark, and copyright issues. He began his legal industry career at Fross Zelnick Lehrman & Zissu, P.C. Prior to IP, Richard spent over 10 years developing IT solutions for "dot-com" startups in his native San Francisco beginning in the late 1990s. Richard holds an LLB in English law from the University of Southampton and currently resides in New York City.



Ms. Roanie Levy

CEO and President, Access Copyright

Roanie Levy is an internationally recognized champion of creator rights. Strategic and forward-thinking, she bridges the worlds of intellectual property law, content rights management and exponential technologies to represent and advocate for creators and rights holders.

Roanie serves as CEO and President of Access Copyright, a collective that distributes millions of dollars annually in licensing royalties to creator and publisher affiliates. She also leads Prescient, Access Copyright's creator-focused innovation lab dedicated to exploring the future of rights management and content monetization through Blockchain and other technologies.

Prior to joining Access Copyright, she held key positions on major policy files at Canadian Heritage and Industry Canada, and as a private sector management consultant for Fortune 500 companies. An Intellectual Property lawyer by vocation, Roanie has been called to the bar in Ontario and was formerly a member of the Quebec bar. She is fluently bilingual.



Mr. Vladislav Mamontov

Adviser, International Cooperation Department, Rospatent

Vladislav Mamontov is an adviser of the Multilateral Cooperation Division, International Cooperation Department of the Federal Service for Intellectual Property. Mr. Mamontov is responsible for the international cooperation and collaboration with IP Offices around the globe, regional organizations, and World Intellectual Property Organization, particularly in technological fields and ICT. Vladislav is actively involved in international working groups, Task Forces and represents the Russian Federation in the Committee on WIPO Standards, leading the development of WIPO Standards on 3D and Blockchain and contributing to the activities of other Task Forces under the CWS. He also participated in the Committee on the Development and Intellectual Property, promoting digital initiatives and international cooperation. Besides, he commenced expert discussions on various important topics such as AI examination and implementation of frontier technologies in the IP ecosystem. Moreover, Mr. Mamontov provides advice and linguistic support in establishing communications during high-level and expert meetings.



Mr. Adam Stubbings

New Technologies Service - Digital Transformation Department, European Union Intellectual Property Office (EUIPO)

Adam Stubbings has been an IT specialist working in both public and private sector for over 30 years and since 2013 for the European Intellectual Property Office (EUIPO). Working with blockchain technology since 2017 he managed the EUIPO's Blockathon competition, along with the EUIPO Observatory on Infringements of IPRs, which brought together international teams to generate blockchain solution proposals for anti-counterfeiting. Since 2020 as IT project manager for IP Register in Blockchain, a strategic project of the EUIPO's Digital Evolution programme, he has overseen the delivery of the first IP Register blockchain nodes connecting the data and services of European IP Offices.



Ms. Hend Madhour

IT Officer, International Union for the Protection of New Varieties of Plants (UPOV)

Ms. Hend Madhour started work at UPOV on September 1, 2014. Ms. Madhour, a national of Tunisia, holds a PhD. degree in Information Systems from HEC University of Lausanne, Switzerland. She is expert in knowledge management and Web technologies.

From 2010 to 2013 she worked at WIPO as XML expert and elaborated the first version of WIPO ST.96: Processing of Industrial Property information using XML.

Her last position before moving to UPOV was Business Analyst and Project Manager at NayaMed SA (a Medtronic startup). She was responsible of setting up machine to machine communication between different systems within the company.

The responsibilities of Ms. Madhour include managing and coordinating development of UPOV IT projects. She is the IT focal point for UPOV PRISMA PBR application tool.



Mr. Stephen MacKenzie

Chief Counsel at Koch Companies Public Sector, LLC

Stephen MacKenzie is Chief Counsel at Koch Companies Public Sector, which is the Legal, Government, and Public Affairs division for Koch Industries, Inc. based in Wichita, Kansas. In this position, he serves as lead counsel for several of Koch's emerging businesses in the software, robotic actuation, and industrial analytics space. In addition, Steve acts as lead IP M&A counsel for Koch's early-stage investment division, Koch Disruptive Technologies. Prior to his Chief Counsel role, he served in various capacities as intellectual property counsel for a number of the Koch Industries' companies. Prior to joining Koch, Steve worked in private practice as a patent litigation attorney in Wilmington, Delaware. Before attending law school, Steve was an Applications Engineer at W.L. Gore & Associates in their Fuel Cell group. He received his J.D. from the University of New Hampshire School of Law in 2005, and his Bachelor of Chemical Engineering from the University of Delaware in 1999.

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