



MOROCCAN OFFICE OF INDUSTRIAL AND  
COMMERCIAL PROPERTY



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## NATIONAL WORKSHOP

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**WIPO/IPR/CAS/19/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: OCTOBER 28, 2019**

## **WIPO National Workshop on Building Respect for Intellectual Property (IP) for Attorneys**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Moroccan Office of Industrial and Commercial Property (OMPIC)

**Casablanca, Morocco, October 15 and 16, 2019**

### PROGRAM

*prepared by the International Bureau of WIPO*

Tuesday, October 15, 2019

9.00 – 9.15      **Opening Ceremony**

Welcome remarks addressed by:

The Representative of the Moroccan Office of Industrial and Commercial Property (OMPIC), Casablanca

The Representative of the World Intellectual Property Organization (WIPO), Geneva

9.15 – 9.45      **Topic 1      A Balanced Approach to Enforcement of Intellectual Property Rights (IPRs) and Building Respect for Intellectual Property (IP)**

Speaker:      Mr. Samer Al Tarawneh, Legal Counsellor,  
Building Respect for IP Division, Global Issues  
Sector, WIPO

9.45 – 10.15      **Topic 2      The International Legal Framework (TRIPS Agreement) on the Enforcement of IPRs**

Speaker:      Mr. Samer Al Tarawneh

10.15 – 10.30      **Coffee Break**

10.30 – 11.00      **Topic 3      The Legal Framework Within which to Enforce IPRs in Morocco**

Speaker:      Ms. Amina Adnani, Head of Litigation, OMPIC

11.00 – 11.30      **Topic 4      Trademarks Counterfeiting**

Speaker:      Judge Bassem Awad, Head of Appeal Court,  
Appeal Court, Egypt (on leave)  
Deputy Director for Intellectual Property (IP) Law  
and Innovation  
International Law Research Program  
Ontario, Canada

11.30 – 12.00      **Questions and Answers**

12.00 – 13.00      **Lunch Break**

13.00 – 13.30      **Topic 5      Copyright Piracy**

Speaker:      Mr. Pierre El Khoury, Professor of Law,  
Sagesse University, Beirut, Lebanon

- 13.30 – 15.00    **Topic 6**    **Border Measures - Application in Morocco**  
Speaker:    Mr. Abdelatif Al Nassiri,, Customs Department,  
Morocco
- 15.00 – 16.00    **Topic 7**    **The Role of the Right Holders in the Enforcement of IPRs**  
Speaker:    Mr. Mohamed Aghnaj, Advocate, Casablanca
- 16.00 – 16.20    **Questions and Answers**

Wednesday, October 16, 2019

- 9.00 – 9.30    **Topic 8**    **The Gathering of Evidence in Civil and Criminal Proceedings**  
Speaker:    Mr. Pierre El Houry
- 9.30 – 10.00    **Topic 9**    **Civil Remedies and Calculation of Damages**  
Speaker:    Judge Bassem Awad
- 10.00 – 10.20    **Topic 10**    **Consumer Attitudes and Perceptions**  
Speaker:    Mr. Samer Al Tarawneh
- 10.20 – 10.40    **Questions and Answers**
- 10.40 – 11.00    **Coffee Break**
- 11.00 – 11.30    **Topic 11**    **Case Law Development in the Field of Trademarks**  
Speaker:    Judge Bassem Awad
- 11.30 – 12.00    **Topic 12**    **Case Law Development in the Field of Copyright**  
Speaker:    Mr. Pierre El Houry
- 12.00 – 12.30    **Questions and Answers**
- 12.30 – 13.30    **Lunch Break**
- 13.30 – 14.10    **Topic 13**    **Training Scenario**  
Speaker:    Mr. Samer Al-Tarawneh
- 14.10 – 14.40    **Topic 14**    **Challenges Relating to the Enforcement of Well-known Marks**  
Speaker:    Judge Bassem Awad
- 14.40 – 15.40    **Topic 15**    **Enforcement Over the Internet**

Speaker: Mr. Pierre El Khoury

15.40 – 16.00

**Questions and Answers**

16.00 – 16.15

**Coffee Break**

16.15 – 16.30

**Topic 16**

**Alternative Dispute Resolution in IP Cases**

Speaker: Judge Bassem Awad

16.30 – 16.50

**Topic 17**

**The Equitable Disposal of IP Infringing Goods**

Speaker: Mr. Samer Al-Tarawneh

16.50 – 17.20

**Topic 18**

**Roundtable: Challenges in Protecting IP through the Courts**

Moderator: Local speaker (to be determined)

17.20 – 17.30

**Topic 18**

**Closing Ceremony**

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