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 Khoury

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 Khoury

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
Questions and Answers

Coffee Break

Topic 16 Alternative Dispute Resolution in IP Cases
Speaker: Judge Bassem Awad

Topic 17 The Equitable Disposal of IP Infringing Goods
Speaker: Mr. Samer Al-Tarawneh

Topic 18 Roundtable: Challenges in Protecting IP through the Courts
Moderator: Local speaker (to be determined)

Closing Ceremony