



ICEX



THE SPANISH PATENT AND TRADE MARK OFFICE (OEPM) SPAIN EXPORT AND INVESTMENT (ICEX)

WORLD INTELLECTUAL PROPERTY ORGANIZATION

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## ROVING SEMINAR

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OMPI-OEPM/RS/PI/MAD/17/INF/1/PROV.1  
ORIGINAL: ENGLISH  
DATE: OCTOBER 17, 2017

# INTANGIBLE ASSETS AS A COMPETITIVENESS FACTOR OF THE INTERNATIONALIZATION OF A COMPANY

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Spanish Patent and Trademark Office (OEPM)  
Spain Export and Investment (ICEX)

with the collaboration of  
the Digital Economy Spanish Association (ADIGITAL)  
the Entertainment Law Spanish Association (DENAE)  
Licensing Executives Society Spain-Portugal (LES)

**Place: Paseo de la Castellana, 278, 28046 Madrid**

**Madrid, November 7, 2017**

PROVISIONAL PROGRAM

*prepared by the Secretariat of WIPO*



Thursday November 7, 2017

9.30 a.m. – 10.00 a.m. **REGISTRATION**

10.0 .m. – 10.30 a.m. **OPENING SESSION**

Welcome addresses by:

- Ms. María Peña Mateos, Director General of the Institutional Cooperation and Coordination on the Spain Export and Investment (ICEX)
- Ms. Patricia García-Escudero Márquez, Director General, the Spanish Patent and Trademark Office (OEPM);
- Mr. Ignacio de Castro Llamas, Deputy Director and Head, IP Disputes Management Section, WIPO Arbitration and Mediation Center, WIPO

10.30 a.m. – 10.50 a.m. **Topic 1: Intangible Assets  
Trademarks, Patents, IP, Industrial Designs and Trade  
Secrets: Identifying different intangible assets**

Speaker: Ms. Carolina Pina, Associate of the Industrial and Intellectual Property Department, co-responsible of the Sports & Entertainment and the Telecommunication and Media sectors, GARRIGUES

10.50 a.m. – 11.10 a.m. **Topic 2: Internationalization:  
Intangible Assets as a Competitiveness factor of the  
internationalization of a company**

Speaker: Mr. Pablo López Gil, Deputy Director of the Leading Brands of Spain Forum

11.10 a.m. – 11.40 a.m. **Roundtable:  
Successful Cases : how to define a global strategy of  
software and apps sale that is based on the  
protection of IP (rights)**

Moderator: Mr. Andy Ramos, International Relations, Entertainment Law Spanish Association (DENAE)

Panelists: Mr. Javier Blanco, Chief Executive Officer of Nemotec

11.40 a.m. –12.10 p.m. Coffee break

- 12.10 p.m. – 12.30 p.m. **Topic 3: Technology and Patents:  
why, what, how and when to register a patent  
The PCT: a tool to protect the technologies of the  
future**
- Speaker: Mr. Carlos Roy, Program Officer, Offices Services  
Section, PCT International Cooperation Division, PCT  
Legal and International Affairs Department, WIPO
- 12.30 p.m. – 1.00 p.m. **Roundtable:  
Successful Cases - What have several companies  
done in order to take their patents overseas?**
- Moderator: Mr. Carlos Roy, WIPO
- Panellists: Mr. Pablo Merino Moro, Member of the Direction of the  
Industrial Property and New Technologies, Telefónica  
Patent Office  
Mr. Gerard Vidal Cassanava, Founder and CEO of  
ENIGMEDIA (TBC)
- 1.00 p.m. – 1.20 p.m. **Topic 4: Emotional Innovation  
Trademarks and Designs: Emotional Innovation and  
its international protection**
- Speaker: Ms. Marie Paule Rizo, Head, Policy and Legislative  
Advise Section, Law and Legislative Advice Division,  
Brands and Designs Sector, WIPO
- 1.20 p.m. – 1.50 p.m. **Roundtable:  
Successful Cases - How to develop a strategy in  
order to protect the Designs and Trademarks of my  
Company on an international level?**
- Moderator: Ms. Marie Paule Rizo, WIPO
- Panelists: Mr. Miguel Aldasoro, ANIMAKITCHENT;  
Representative of a Fashion Company
- 1:50 p.m. – 3:20 p.m. **Networking Lunch**
- 3.20 p.m. – 3.40 p.m. **Topic 5: Litigation, Arbitration, Mediation  
Disputes Regarding New Technologies and Domain  
Names - Controversial Extrajudicial Solutions**
- Speaker: Mr. Ignacio de Castro Llamas, Deputy Director and Head,  
IP Disputes Management Section, WIPO Arbitration and  
Mediation Center, WIPO

3.40 p.m. – 4.10 p.m.

**Roundtable:  
Strategies put in place by different companies to  
resolve international disputes: Litigation, Arbitration,  
and Mediation, when and why to choose one or the  
other**

Moderator: Mr. Ignacio de Castro Llamas, WIPO

Panelists: Mr. Javier Fernández-Lasquetty, Partner, ELZABURU  
Ms. Carolina Pina, GARRIGUES  
Mr. Javier Castaño, COO, Agnitio, S.L.

4.10 p.m. – 4.30 p.m.

**Topic 6: Global Information Platforms:  
how to have access to relevant information and keep  
an eye on our competitors activity: worldwide  
databases, platforms and tools for the connected  
knowledge economy**

Speaker: Ms. Sandrine Ammann, Marketing and Communications  
Officer, Office of the Assistant Director General, Global  
Infrastructure Sector, WIPO

4.30 p.m. – 5.10 p.m.

**Topic 7: The Spanish Patent and Trademark Office: a support  
office for innovators, a provider of services for  
internationalization and its relationship with WIPO**

**The Activity of the Spain Export and Investment  
Entity to support export companies working in the  
testing, inspection and certification sector: The role  
of IP**

Speaker: Ms. María Peña Mateos, ICEX

5.10 p.m. – 5.45 p.m.

**Roundtable:  
Case Study: Platforms to manage and efficiently  
defend the industrial property of a Company within  
the digital environment/field**

Moderator: Mr. Borja Adsuara, Professor, Lawyer and Consultant,  
Expert in Law and Digital Strategy

Panelists: TBD

5.45 p.m. – 6.00 p.m.

**CLOSING SESSION**

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