



ICEX



WIPO

WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

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

ROVING SEMINAR

OMPI-OEPM/RS/PI/MAD/17/INF/1/PROV.5
ORIGINAL: ENGLISH
DATE: NOVEMBER 2, 2017

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

organized by
the World Intellectual Property Organization (WIPO)

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

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

Place: Auditorium ICEX, 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:

- Mr. Iñigo Gil-Casares, Director of Industrial Technology and Professional Services, 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
Mr. Ismael Simón Moreno, Legal Counsel and Corporate Affairs, Telefónica Novum Project
Mr. Francisco Javier Campos Cañizares, Director of Technology at GMV

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 Cassanya, Founder and CEO of
ENIGMEDIA (TBC)
Ms. Teresa Madrigal Matute, Manager of the Commercial
Area and Business Development of COFIDES

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: Ms. Alicia Mora, Founder, Emotion Research Lab
Ms. Maria Zamácola, Director International Expansion,
Neck & Neck

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, 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. – 5.15 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: Ms. Sandrine Ammann, WIPO
Mr. Luis Ignacio Vicente del Olmo, Return on Innovation
Manager & Head of Telefónica Patent Office

5.15 p.m. – 5.45 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**

Speaker: Mr. Alberto Casado Fernandez, Head of Service,
International Relations and Legal Coordination
Department, OEPM

5.45 p.m. – 6.00 p.m.

CLOSING SESSION

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