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**Seminar on WIPO Services and Initiatives**

organized by

the World Intellectual Property Organization (WIPO)

and

the Spanish Patent and Trademark Office (OEPM)

**Seville, Spain, July 4, 2013**

PROVISIONAL PROGRAM

*prepared by the* World Intellectual Property Organization (WIPO)

Thursday, July 4, 2013

09.00 – 09.20 **Opening**

Welcome addresses by:

Ms. Cristina Fernández Ordás, Director of the International Relations and Legal Coordination Department, Spanish Patents & Trademarks Office, Ministry of Industry, Energy & Tourism

Mr. Yo Takagi, Assistant Director General, WIPO Global Infrastructure Sector

09.20 – 09.40 **Special Addresses**: Local Innovator

09.40 – 10.10 **Topic 1** **Introduction to WIPO**

**Development of the International Legal Framework**

**Major Intellectual Property Economic Studies**

Speaker: Mr. Vìctor Vázquez Lopez, Head, Section for Coordination of Developed Countries, WIPO Department for Transition and Developed Countries

10.10 – 10.50 **Topic 2** **Global Intellectual Property Systems: Patent Cooperation Treaty (PCT)**

Speaker: Mr. David Muls, Director, PCT Operations Division, WIPO Innovation and Technology Sector

10.50 – 11.30 **Topic 3 Global Intellectual Property Systems:**

**Madrid System for the International Registration of Marks**

**The Hague System for the International Registration of Industrial Designs**

Speaker: Mr. Diego Carrasco Pradas, Deputy Director

Legal Division, Madrid Registry, WIPO Brands and Designs Sector

11.30. – 12.00 Coffee Break

12.00 – 12.20 **Topic 4 Alternative Disputes Resolution: the WIPO Arbitration**

**and Mediation Center**

Speaker: Mr. David Muls

12.20 – 12.50 **Topic 5 Relations between the Spanish Patent and Trademark Office (OEPM) and the World Intellectual Property Organization (WIPO)**

Speaker: Ms. Cristina Fernández Ordás

12.50 – 13.30 **Topic 6 Global databases for Intellectual Property**

**Platforms and Tools for the Connected Knowledge Economy**

Speaker: Mr. Yo Takagi

13.30 - 14.20 Questions and Answers

14.20 – 14.30 Closing of the Event

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