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| **SEMINAR** |
|  WIPO/IP/GB/14/INF/4 PROV.  |
| ORIGINAL: ENGLISH |
| DATE: SEPTEMBER 15, 2014 |

**WIPO Services and Initiatives**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the United Kingdom Intellectual Property Office (IPO)

**Glasgow, United Kingdom, October 9, 2014**

Provisional program

*prepared by the Secretariat*

Thursday, October 09, 2014

9.00 a.m. **ARRIVAL**

9.20 a.m. – 9.40 a.m. **Opening Session**

Welcome addresses by:

* Mr. Steve Rowan, Divisional Director, Trade Marks and Designs, IPO
* Mr. Yo Takagi, Assistant Director General, Global Infrastructure Sector, WIPO
* Mr. Martin Layton, Intellectual Assets Specialist, Scottish Enterprise

9.40 a.m. – 9.55 a.m. **Topic 1**: Introduction to WIPO

 Development of the International Legal Framework

 Major Intellectual Property Economic Studies

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

9.55 a.m. – 10.15 a.m. **Topic 2:** The Patent Cooperation Treaty (PCT) –

 Introduction and Future Developments

 Speaker: Mr. Michael Richardson, Deputy Director, PCT Business Development Division, Innovation and Technology Sector, WIPO

10.15 a.m. – 10.45 a.m. **Topic 2:** Panel Discussion – The PCT in practice

Moderator: Mr. Julyan Elbro, Divisional Director, Patent Examination, IPO

Panelists: Mr. Michael Richardson, WIPO

Dr. Hazel Craven, Senior Legal Adviser, Patents Directorate, IPO

Ms. Bev Ouzman, European Patent Attorney, Ouzman IP

Questions and Answers

10.45 a.m. – 11.10 a.m. Coffee break

11.10 a.m. – 11.30 a.m. **Topic 3:** Global Intellectual Property Systems:

1. The Madrid System for the International Registration of Marks
2. The Hague System for the International Registration of Industrial Designs

Speaker: Ms. Asta Valdimarsdottir, Director, Operations Division, Madrid Registry, Brands and Designs Sector, WIPO

11.30 a.m. – 12.00 p.m. **Topic 3:** Panel Discussion – The Madrid and Hague Systems in practice

Moderator: Mr. Steve Rowan, Divisional Director, Trade Marks and Designs, IPO

Panelists: Ms. Asta Valdimarsdottir, WIPO

Mr. Mike Foley, Head of International Policy, Trade Marks and Designs, IPO

Ms. Sharon Fleet, International Trade Marks Examiner, IPO

Questions and Answers

12.00 p.m. – 12.30 p.m. **Topic 4:** Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy

Speaker: Mr. Yo Takagi, WIPO

12.30 p.m. – 12.50 p.m. **Topic 5:** Practical Tips on Alternative Dispute Resolution

Speaker: Mr. Víctor Vázquez, WIPO

12.50 p.m. – 1.20 p.m. **CLOSING SESSION**

Questions and Answers

1.20 p.m. – 2.40 p.m. Lunch break with specific Sessions (Patents, Trademarks and Databases)

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