



WORKSHOP

WIPO/IP/GT/GE/22/1
ORIGINAL: ENGLISH
DATE: JULY 6, 2022

Intellectual Property Management Clinic
Sustainable Fashion

Organized by
The World Intellectual Property Organization (WIPO)

Zoom, Geneva, July 6 and 7, 2022

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

Day 1 - Wednesday, July 6, 2022, CEST time

	Moderator:	Ms. Anja von der Ropp, Senior Program Coordinator, Climate Change and Food Security, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO
13.00 – 13.10	Welcome address	
	Speaker:	Ms. Amy Dietterich, Director, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO
13.10 – 13.15	Introductory remarks	
	Speaker:	Ms. Silvija Trpkovska, Counsellor, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO
13.15 – 13.45	SESSION 1: Tackling environmental challenges in fashion industry	
	Speaker:	Dr Patsy Perry, Reader in Fashion Marketing Manchester Fashion Institute, Manchester Metropolitan University
13.45 – 14.15	IP in the fashion industry: Patents	
	Speaker:	Ms. Giulia Ragonesi, Legal Officer, Legislative, Policy and Technology Advice Section, Patent and Technology Law Division, WIPO
14.15 – 14.45	SESSION 2: Understanding of the role of IP management throughout the development, manufacturing, branding and marketing of environmentally sound products and technologies in the fashion industry	
	<i>[Note: This session is devoted to a brief and focused IP analysis (maximum 15 minutes each) of specific green technology products by selected companies that have IP strategies in place on successes and lessons learned].</i>	
	<u>Product:</u>	<u>Presenter:</u>
	Supporting intangible cultural heritage through design	Toqapu Studio
	Experts:	Mr. Omer Hizioglu, Managing Partner, TLS.IP, Turkey

Mr. Trod Lehong, Director, AfriqInnov8 (Pty) Ltd,
South Africa

Ms. Natalie Raffoul, Managing Attorney, Brion
Raffoul LLP & Legal Tech Entrepreneur, Canada

Day 2 - Thursday, July 7, 2022, CEST time

Moderator: Ms. Silvija Trpkovska, Counsellor, IP for
Business Division (IPBD), IP and Innovation
Ecosystems Sector, WIPO

13.00 – 13.30

**SESSION 3:
IP in the fashion industry: Trademarks and Industrial Designs**

Speaker: Ms. Marina Foschi, Senior Legal Officer, Policy
and Legislative Advice Section, Department for
Trademarks, Industrial Designs and
Geographical Indications

13.30 – 14.35

**SESSION 4:
Understanding of the role of IP management throughout the
development, manufacturing, branding and marketing of
environmentally sound products and technologies in the
fashion industry**

*[Note: This session would be devoted to a brief and focused IP
analysis (maximum 15 minutes each) of specific green technology
products by selected companies that have IP strategies in place on
successes and lessons learned].*

Product:

Japanese rice paper as raw material

New generation of materials with biology

Leather substitution derived from fungal

RCO100-fabric made of pure recycled cotton

Presenters:

Curetex Corporation

Modern Synthesis

Mr. Trod Lehong on
behalf of Mycotech

Santis Textiles Pte Ltd

Experts: Mr. Omer Hizirolu

Mr. Trod Lehong

Ms. Natalie Raffoul

14.35 – 15.00

ROUNDTABLE DISCUSSION & WRAP UP SESSION

[Note: WIPO will present its work and the support it can offer enterprises, and in return, the discussants will be invited to present their perspectives]

Moderators: Mr. Guy Pessach

Ms. Anja von der Ropp

Speakers: All participants

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