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**WIPO Services and Initiatives**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Italian Patent and Trademarks Office (UIBM)

**Unioncamere (Sala Longhi), Rome, Italy, May 6, 2014**

Provisional program

*prepared by the Secretariat of WIPO*

Tuesday, May 6, 2014

10 a.m. – 10.20 a.m. **Opening Session**

Welcome addresses by:

* Ms. Loredana Gulino, Director, Directorate General for the Fight against Counterfeiting, - Italian Patent and Trademark Office (UIBM), Roma
* Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector (GIS), World Intellectual Property Organization (WIPO), Geneva

**SESSION I**

10.20 a.m. – 10.50 a.m. Topic 1: Introduction to WIPO

Development of the International Legal Framework

Major Intellectual Property Economic Studies

Speaker: Mrs. Francesca Toso, Senior Advisor, Special Projects Division, Department for Africa and Special Projects, Development Sector, WIPO

10.50 a.m. – 11.30 a.m. Topic 2: The Patent Cooperation Treaty (PCT) –

Introduction and Future Developments

Speaker: Mr. Matthew Bryan, Director, PCT Legal Division, Innovation and Technology Sector (ITS), WIPO

11.30 a.m. – 12.00 p.m. Topic 3: The importance of Intellectual Property (IP) to Innovation and Success

Speaker: Mr. Daniele Lingua, Director in charge of IP, Ferrero Group - S.P.A, Alba

12.00 p.m. – 12.40 p.m. Topic 4: Global IP Systems:

The Madrid System for the International Registration of Marks

The Hague System for the International Registration of Industrial Designs

The Lisbon System for the International Registration of Appellations of Origin

Speaker: Mr. Neil Wilson, Director, Registries Support Division, Brands and Designs Sector (BDS), WIPO

12.40 p.m. – 2.00 p.m. Lunch Break

**SESSION II**

2.00 p.m. – 2.30 p.m.Topic 5: WIPO Arbitration and Mediation: Alternative Dispute Resolution

Speaker: Mr. Matthew Bryan

2.30 p.m. – 3.10 p.m. Topic 6: Global Databases for IP

Platforms and Tools for the Connected Knowledge Economy

Speaker: Mr. Yoshiyuki Takagi

3.10 p.m. – 3.45 p.m. Coffee break

3.45 p.m. – 4.15 p.m. Topic 7: Relations between IUBM and WIPO

Speaker: Ms. Stefania Benincasa, Head, Division XIII, IUBM

4.15 p.m. – 4.45 p.m. Questions and Answers

4.45 p.m. – 5.00 p.m. **CLOSING SESSION**

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