



MEETING

WIPO/IPR/NGOs/GE/22/INF/1
ORIGINAL: ENGLISH
DATE: OCTOBER 3, 2022

**Private Sector Associations Meeting on Intellectual Property
Enforcement**

organized by
the World Intellectual Property Organization (WIPO)

Geneva and online, October 3, 2022

PROGRAM

prepared by the International Bureau of WIPO

Monday, October 3, 2022

8.45 – 9.15: Registration and Welcome Coffee

9.15 – 9.20: Welcome Remarks and Introduction

Mr. J. Todd REVES, Director, Building Respect for IP Division, Global Challenges and Partnership Sector (GCPS), World Intellectual Property Organization (WIPO)

9.20 – 09.40: WIPO's Work on Enforcing Intellectual Property (IP) and Building Respect for IP

Mr. Xavier VERMANDELE, Senior Legal Counsellor, Building Respect for IP Division, GCPS, WIPO

9.40 – 14.00: Stocktaking: Private Sector Associations and IP Enforcement

- *What aspects of counterfeiting and piracy are of most concern to private sector associations? What are the new trends?*
- *What are successful initiatives private sector associations undertake to curb counterfeiting and piracy?*
- *What could WIPO do to support private sector associations in their IP enforcement-related activities?*
 - Mr. Jun OKUBO, Project Lead, Global Anti-Counterfeiting Measures, Japan Intellectual Property Association (JIPA)
 - Ms. Sheila CASSELLS, Executive Vice-President, Audiovisual Anti-Piracy Alliance Limited
 - Ms. Marie PATTULLO, Senior Manager, Trade Marks and Brand Protection, AIM – European Brands Association
 - Mr. Bertrand MOULLIER, Advisor International Affairs, International Federation of Film Producers Associations (FIAPF)
 - Mr. John ANDERSON, Chairman, Global Anti-counterfeiting Group (GACG)
 - Mr. Danny GRAJALES, Global Policy Manager, IP & Innovation, International Chamber of Commerce (ICC)
 - Ms. Elena BLOBEL, Director, Global Litigation, and Ms. Melissa MORGIA, Director, Global Content Protection and Enforcement, International Federation of the Phonographic Industry (IFPI)
 - Ms. Paola PICCOLI, Head, Brand Enforcement, MF Brands, and Member, Anticounterfeiting Subcommittee Western Europe, International Trademark Association (INTA)

- Ms. Charlotte LUND THOMSEN, Legal Counsel, International Video Federation (IVF)
- Ms. Christina MERCURIADI, Senior Director EU Affairs, Motion Picture Association (MPA)
- Ms. Laura VILCHES, European Union Affairs Adviser, Sports Rights Owners' Coalition (SROC)
- Mr. Stefano BETTI, Deputy Director-General, Transnational Alliance to Combat Illicit Trade (TRACIT)
Ms. Brigitte LINDNER, Chair, Board, *Association internationale pour le développement de la propriété intellectuelle* (ADALPI)
Mr. Ronald BROHM, Managing Director, REACT – The Anticounterfeiting Network
- Mr. Régis MESSALI, Director, Communication and Development, *Union des fabricants pour la protection internationale de la propriété intellectuelle* (UNIFAB)
- Mr. Travis D. JOHNSON, Vice President – Legislative Affairs and Senior Counsel, International AntiCounterfeiting Coalition (IACC)
- Ms. Kari KAMMEL, Director, Center for Anti-Counterfeiting and Product Protection (A-CAPP), Michigan State University
- Ms. Paola BUENDÍA, Executive Vice President, National Business Association of Colombia, *Alianza Latinoamericana Anticontrabando*

- 10.30 – 10.50 Break
- 10.50 – 12.00 Stocktaking: Private Sector Associations and IP Enforcement (continued)
- 12.00 – 13.00 Lunch
- 13.00 – 14.00 Stocktaking: Private Sector Associations and IP Enforcement (continued)
- 14.00 – 14.45 Roundtable Discussion
- 14.45 – 15.00 Summing-up and Closing

Mr. Reves

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