



SPANISH PATENT AND TRADE MARK OFFICE (OEPM)



ROVING SEMINAR

WIPO/RS/IP/ES/19/INF/1/PROV.1
ORIGINAL: ENGLISH
DATE: JANUARY 16, 2019

9

INTANGIBLE ASSETS AS A COMPETITIVENESS FACTOR OF THE INTERNATIONALIZATION OF A COMPANY

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Spanish Patent and Trademark Office (OEPM)

Madrid, February 21, 2019

PROVISIONAL PROGRAM

prepared by Secretariat

Thursday, February 21, 2019

09.00 a.m. – 09.20 a.m. **OPENING CEREMONY**

Welcome addresses by:

- Mr. José Antonio Gil Celedonio, Director, Spanish Patent Office (OEPM), Madrid
- Mr. Alejandro Roca Campaña, Senior Director, Access to Information and Knowledge Division, Global Infrastructure Sector, World Intellectual Property Organization (WIPO), Geneva

09.20 a.m. – 09.40 a.m. **Topic 1: Business competition and Intellectual property**

Speaker: Mr. José Antonio Gil Celedonio, OEPM

09.40 a.m. – 10.50 a.m. **Topic 2: Global Intellectual Property Systems: Patent Cooperation Treaty (PCT). Advantages and Challenges for Spanish users**

Speakers: Mr. Carlos Roy, Program Officer, PCT International Cooperation Division, PCT Legal and International Affairs Department, World Intellectual Property Organization (WIPO)
Ms. Maria José de Concepción Sánchez, Director, Patent and Information Technology Department, OEPM
Sr. Pablo Merino Moro, Telefonica Patent Office

10.50 a.m. – 11.20 a.m. Coffee Break

11.20 a.m. – 12.30 p.m. **Topic 3: Global Intellectual Property Systems: Madrid System for the International Registration of Marks
The Hague System for the International Registration of Industrial Designs. Advantages and Challenges for Spanish users**

Speaker: Ms. Aurea Plana, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO
Patricia Galán Fresnedo, OEPM,

12.30 p.m. – 13.00 p.m. **Topic 4: Alternative Disputes Resolution: the WIPO Arbitration and Mediation Center. Advantages and Challenges for Spanish users**

Speakers: Mr. Vázquez López
Mr. Javier Fernández Lasquetty Partner Elzaburu Lawyers

13.00 p.m. – 14.00 p.m. **Topic 5: Global databases for Intellectual Property
Platforms and Tools for the Connected Knowledge
Economy. Advantages and Challenges for Spanish users**

Speakers: Mr. Roca Campaña, WIPO
Ms. Carmen Toledo de la Torre, Head, Technology Information,
Patent and Technology Information Department, OEPM
Mr. Andrés Ruiz Quevedo. Engineer R+D Royal Mint House
Fábrica Nacional de Moneda y Timbre

14.00 p.m. – 14.20 p.m. **Questions and Answers**

14.20 p.m. – 14.30 p.m. **Closing of the Event**

14.30 p.m. - **Cocktail**

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