



ROVING SEMINAR

WIPO/RS/IP/TSF/19/INF/1/PROV.3
ORIGINAL: ENGLISH
DATE: MARCH 4, 2019

WIPO Services and Initiatives

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Directorate General for the Fight Against Counterfeiting - Italian Patent and Trademark Office (UIBM), Ministry of Economic Development, Roma, Italy

in collaboration with
t2i -Trasferimento Tecnologico e Innovazione
Camera di Commercio Treviso, Belluno, Dolomiti

Treviso, Italy, April 10, 2019

PROVISIONAL PROGRAM

Prepared by the Secretariat

Camera di Commercio Treviso

Belluno, Dolomiti, Sala Conferenze, piazza Borsa n. 3/b, Treviso

Wednesday, April 10, 20199.00 a.m. – 9.30 a.m. **REGISTRATION**9.30 a.m. – 9.50 a.m. **OPENING SESSION**

Welcome addresses by:

- Ms. Simona Marzetti, Head of international affairs, Directorate General for the fight against Counterfeiting (DGLC) – Italian Patent and Trademark Office (UIBM), Ministry of Economic Development
- Mr. Giovanni Napolitano, Deputy Director, Department for Transition and Developed Countries (TDC), World Intellectual Property Organization (WIPO)
- Mr. Mario Pozza, President of the Chamber of Commerce Treviso, Belluno, Dolomiti and President of Unioncamere Veneto
- Mr. Roberto Santolamazza, Director, t2i -Trasferimento Tecnologico e Innovazione, Scarl.

9.50 a.m. – 10.20 a.m. **Topic 1: Introduction to WIPO**

Speaker: Mr. Giovanni Napolitano, WIPO

10.20 a.m. – 11.00 a.m. **Topic 2: The Patent Cooperation Treaty (PCT):
Introduction and Future Developments**

Speakers: Mr. Zhilong Yu, Senior Legal Officer, PCT Legal and International Affairs Department, PCT Legal and User Relations Division, WIPO

Local presentation on the use of the PCT system
Mrs. Valentina Beghetto, President, Crossing Srl11.00 a.m. – 11.20 a.m. **Roundtable: PCT: Challenges and Successful Examples**

Moderator: Mr. Zhilong Yu, WIPO

Speakers: Ms. Loredana Guglielmetti, Head of the patent division, DGLC-UIBM
Mrs. Valentina Beghetto, President, Crossing Srl.11.20 a.m. – 11.30 a.m. **Coffee Break**

- 11.30 a.m. – 12.30 p.m. **Topic 3: Global IP Systems:**
- (a) The Madrid System for the International Registration of Marks**
 - (b) The Hague System for the International Registration of Industrial Designs**
- Speaker: Ms. Alexandra Grazioli, Director, Lisbon Registry, Law and Legislative Advice Division, Brands and Designs Sector (BDS), WIPO
- Local presentation on the use of the Madrid system**
Avv. Alice Bertoli, Legal Department, DECO MED Srl
- 12.30 p.m. – 12.50 p.m. **Roundtable: Use of the Madrid and Hague System: Challenges and Successful Examples**
- Moderator: Ms. Alexandra Grazioli, WIPO
- Speakers: Mr. Alfonso Piantedosi, Head, Trademark and Design Division, DGLC-UIBM
Avv. Alice Bertoli, Legal Department, DECO MED Srl
- 12.50 p.m. – 1.50 p.m. **Lunch break**
- 1.50 p.m. – 2.30 p.m. **Topic 4: Global IP Systems:
The Lisbon System for the International
Registration of Appellations of Origin**
- Speakers: Ms. Alexandra Grazioli, WIPO
Ms. Alessandra Zuccato, Prosecco Consortium
- 2.30 p.m. – 2.50 p.m. **Roundtable: The Lisbon System for the International
Registration of Appellations of Origin**
- Moderator: Ms. Alexandra Grazioli, WIPO
Speaker: Ms. Alessandra Zuccato, Prosecco Consortium
- 2.50 p.m. – 3.25 p.m. **Topic 5: WIPO Arbitration and Mediation:
Alternative Dispute Resolution**
- Speaker: Dr. Luca Barbero, Attorney, Studio Barbero, Turin
- 3.25 p.m. – 3.40 p.m. **Questions and Answers**

3.40 p.m. – 4.15 p.m. **Topic 6: Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy**

Speaker: Mr. Andrew Czajkowski, Director, Access to Information and Knowledge Division, Global Infrastructure Sector (GIS), WIPO

4.15 p.m. – 4.30 p.m. **Questions and Answers**

4.30 p.m. – 4.40 p.m. **CLOSING SESSION**