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ROVING SEMINAR

WIPO/RS/IP/UK18/INF/1/PROV.3
ORIGINAL: ENGLISH
DATE: APRIL 24, 2018

WIPO Services and Initiatives

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Intellectual Property Office of the United Kingdom (IPO)

Newcastle, April 26, 2018

PROVISIONAL PROGRAM

prepared by the Secretariat of WIPO

Newcastle, United Kingdom
Thursday, April 26, 2018

10.00 a.m. – 10.30 a.m. REGISTRATION

10.30 a.m. – 11.00 a.m. **OPENING SESSION**

Welcome addresses by:

- Mr. Nick Smith, Head of International Institutions and Strategy, IPO;
- Ms. Päivi Lähdesmäki, Head, Hague Development and Promotion Section, The Hague Registry, Brands and Design Sector, WIPO

11.00 a.m. – 11.15 a.m. **Topic 1: WIPO Introduction**

Speaker: Mr. Victor Vázquez López, Head, Section for Coordination of Developed Countries, Department for Transition and Developed Countries (TDC), WIPO

11.15 a.m. – 12.05 p.m. **Topic 2: Protecting your Inventions at Home and Abroad**

(11.15 a.m. – 11.30 a.m.) ***Patent Protection Strategy: National, Regional and International Systems***

Speaker: Mr. Andrew Bushell, Senior Patents Legal Advisor, IPO

(11.30 a.m. – 11.45 a.m.) ***The Patent Cooperation Treaty (PCT): Introduction and Future Developments***

Speaker: Mr. Michael Richardson, Director, PCT Business Development Division, PCT Legal and International Affairs Department, Patents and Technology Sector (PTS), WIPO

(11.45 a.m. – 12.05 p.m.) ***Panel Discussion: Protecting Patents Internationally – Challenges and Successful Experiences***

Moderator: Mr. Michael Richardson, WIPO

Panellists: Mr. Andrew Bushell, IPO
Mr. Paul Ladislaus, Thomas Swan & Co. Ltd

12.05 p.m. – 12.25 p.m. **Coffee Break**

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12.25 p.m. – 1.15 p.m. **Topic 3: Protecting your Brands at Home and Abroad**

(12.25 p.m. – 12.40 p.m.) ***Trademark Protection Strategy: National, Regional and International Systems***

Speaker: Ms. Melanie Oliver, Senior Trade Marks Examiner, IPO

(12.40 p.m. – 12.55 p.m.) ***The Madrid System: Introduction and Future Developments***

Speaker: Mr. Matthew Forno, Senior Counsellor, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector (BDS), WIPO

(12.55 p.m. – 1.15 p.m.) ***Panel Discussion: Protecting Trademarks Internationally – Challenges and Successful Experiences***

Moderator: Mr. Matthew Forno, WIPO

Panellists: Ms. Melanie Oliver, IPO
Mr. Alex Shiel, Head of IP, Ward Hadaway

1.15 p.m. – 2.30 p.m. **Networking Lunch**

2.30 p.m. – 3.20 p.m. **Topic 4: Protecting Your Designs at Home and Abroad**

(2.30 p.m. – 2.45 p.m.) ***Design Protection Strategy: National, Regional and International Systems***

Speaker: Ms. Natalie Morgan, Head of Design Law and Practice, IPO
Ms. Morwenna Bell, Principal Examination Officer (Trade Marks and Designs), IPO

(2.45 p.m. – 3.00 p.m.) ***The Hague System: Introduction and Future Developments***

Speaker: Ms. Päivi Lähdesmäki, WIPO

(3.00 p.m. – 3.20 p.m.) ***Panel Discussion: Protecting Designs Internationally – Challenges and Successful Experiences***

Moderator: Ms. Päivi Lähdesmäki, WIPO

Panellists: Ms. Natalie Morgan, Head of Design Law and Practice, IPO
Local stakeholder TBC

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3.20 p.m. – 3.40 p.m. **Topic 5: Defending your Rights: Alternative Dispute Resolution (ADR)**

Speaker: Mr. Victor Vázquez López, WIPO

3.40 p.m. – 4.00 p.m. **Coffee break**

4.00 p.m. – 4.45 p.m. **Topic 6: Intellectual Property Tools for Business**

(4.00 p.m. – 4.25 p.m.) ***Intellectual Property Infrastructure: Databases and Platforms***

Speaker: Mr. Paul Halfpenny, Senior Administrator, Office of the Assistant Director General, Global Infrastructure Sector, (GIS), WIPO

(4.25 p.m. – 4.45 p.m.) **Discussion and Case Studies: Use of WIPO Databases and Platforms**

Moderator: Mr. Paul Halfpenny, WIPO

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

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