



NETHERLANDS PATENT OFFICE
NETHERLANDS ENTERPRISES AGENCY



BENELUX-BUREAU
VOOR DE
INTELLECTUELE
EIGENDOM

BENELUX OFFICE FOR INTELLECTUAL
PROPERTY



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

ROVING SEMINAR

WIPO/IP/UTC/17/INF/1/PROV.3
ORIGINAL: ENGLISH
DATE: APRIL 25, 2017

IP 4 Global Business

The Protection and Commercial use of Inventions, Trademarks and Designs : WIPO services and initiatives

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Netherlands Patent Office (a division of the Netherlands Enterprise Agency)

and the Benelux Office for Intellectual Property (BOIP)

Utrecht, The Netherlands, May 2, 2017

PROVISIONAL PROGRAM

Prepared by the Secretariat

Media Plaza, Utrecht, The Netherlands
Tuesday, May 2, 2017

9.00 a.m. – 09.30 a.m. Registration

Plenary session in auditorium

9.30 a.m. – 9.50 a.m. **OPENING SESSION**

Welcome addresses by:

- Mr. Tony Tangena, Chairman/Partner at Tangena & Van kan
- Mr. Derk-Jan de Groot, Director, Netherlands Patent Office (RVO), Netherlands Enterprise Agency
- Mr. Camille Janssen, Senior Lawyer, Benelux Office for Intellectual Property (BOIP)
- Mr. Peter Button, Vice Secretary-General, International Union for the Protection of New Varieties of Plants (UPOV)
- Mr. Erik Wilbers, Director, Arbitration and Mediation Center, Patents and Technology Sector, World Intellectual Property Organization (WIPO)

9.50 a.m. – 10.10 a.m. **Topic 1: Introduction to WIPO
Development of the International Legal Framework
Major Intellectual Property Economic Studies**

Speaker: Mr. Erik Wilbers, Director, Arbitration and Mediation Center, Patents and Technology Sector, WIPO

Moderator: Mr. Tony Tangena, partner at Tangena & Van kan

10.10 a.m. – 10.40 a.m. **Topic 2: IP management and licensing for SMEs and Universities:
Challenges and Opportunities**

Speakers: Ms. Reini van Leeuwen, Mainstay Intellectual Property
Ms. Laura MacDonald, ASTP-Proton

10.40 a.m. – 11.10 a.m. **Coffee and Networking at Info Market**

11.10 a.m. – 11.30 a.m. **Topic 3: Global Intellectual Property Systems:
The International Protection of Inventions: The PCT**

Speaker: Mr. Matthew Bryan, Director, PCT Legal Division, PCT Legal and International Affairs Department, Patents and Technology Sector, WIPO

Moderator: Mr. Bart van Wezenbeek, V.O. Patents & Trademarks

11.30 a.m. – 11.50 a.m. **Roundtable and interactive discussion**

Parallel session A

11.50 a.m. – 12.10 p.m. **Topic 4: The International Protection of Trademarks and Designs: The Madrid System – The Hague System**

Speaker: Ms. Lucy Headington-Horton, Senior Legal Officer,
Legal Division, Madrid Registry, Brands and Designs Sector,
WIPO

Moderator: Mr. Camille Janssen, BOIP

12.10 p.m. – 12.30 p.m. **Roundtable and interactive discussion**

Parallel session B

11.50 a.m. – 12.10 p.m. **Topic 5: The protection of plant breeders' rights as a form of IP in the agricultural sector**

Speaker: Mr. Peter Button, Vice Secretary-General, UPOV

Moderator: Mr. Tony Tangena, Partner at Tangena & Van kan (tbc)

12.10 p.m. – 12.30 p.m. **Roundtable and interactive discussion**

Parallel session C

12.30 p.m. – 12.50 p.m. **Topic 6: Resolution of Technology Disputes**

Speaker: Mr. Erik Wilbers, Director, Arbitration and Mediation Center,
Patents and Technology Sector, WIPO

Moderator: Mr. Bert Oosting, Partner at Hogan Lovells

12.50 p.m. – 1.10 p.m. **Roundtable and interactive discussion**

Parallel session D

12.30 a.m. – 12.50 p.m. **Topic 7: Global Use of Databases for Intellectual Property: Platforms and Tools for the Connected Knowledge Economy**

Speaker: Mr. Christophe Mazenc, Director, Global Databases Division,
Global Infrastructure Sector, WIPO

Moderators: Mr. Aalt van de Kuilen, Patent Information Services BV,
Working Community Patent Information Netherlands (WON)
Ms. Bettina de Jong, Chair WG Certification, Working
Community Patent Information Netherlands (WON)

12.50 p.m. – 1.10 p.m. **Roundtable and interactive discussion**

1.15 p.m. – 2.45 p.m. **Networking Lunch at Info Market & CLOSING SESSION**