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**WIPO/RS/IPR/BAR/17/INF/1/PROV.5**  
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## **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  
the Politecnico di Bari, Italy

**Bari, Italy, July 5, 2017**

PROVISIONAL PROGRAM

*prepared by the Secretariat*

Politecnico di Bari, Aula Magna  
Wednesday, July 5, 2017

9.00 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 Unit IV, Directorate General for the fight against Counterfeiting (DGLC) – Italian Patent and Trademark Office (UIBM), Ministry of Economic Development
- Mr. Giovanni Napolitano, Acting Director, SMEs and Entrepreneurship Support Division, Department for Transition and Developed Countries (TDC), World Intellectual Property Organization (WIPO)
- Professor Eugenio Di Sciascio, Rector, Politecnico di Bari

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. Giovanni Napolitano, WIPO

10.10 a.m. – 10.30 a.m.   **Topic 2: The Patent Cooperation Treaty (PCT) –  
Introduction and Future Developments**

Speaker: Mr. Thomas Henninger, Legal Information Officer, PCT Knowledge Management Section, PCT Legal Division, PCT Legal and International Affairs Department, WIPO

10.30 a.m. – 10.50 a.m.   **Open Discussion**

Panellists: Mr. Thomas Henninger, WIPO  
Ms. Loredana Guglielmetti, Head of Unit VII Directorate General for the fight against Counterfeiting (DGLC) – Italian Patent and Trademark Office (UIBM), Ministry of Economic Development  
Mr. Giovanni Lovallo, University of Foggia,  
General Manager, New Gluten World Spin-off

10.50 a.m. – 11.05 a.m.   **Coffee Break**

- 11.05 a.m. – 11.45 a.m. **Topic 3: Global IP Systems:**  
– **The Madrid System for the International Registration of Marks**  
– **The Hague System for the International Registration of Industrial Designs**
- Speaker: Ms. Florence Rojal, Senior Legal Officer, Lisbon Registry, Law and Legislative Advice Division, Brands and Designs Sector, WIPO
- 11.45 a.m. – 12.05 p.m. **Local Presentation on the Madrid System**
- Speaker: Mr. Francesco Divella jr, Entrepreneur, F. Divella SpA
- 12.05 p.m. – 12.20 p.m. **Questions and Answers**
- Panellists: Ms. Florence Rojal, WIPO  
Mr. Francesco Divella jr, F. Divella SpA
- 12.20 p.m. – 12.40 p.m. **Topic 3: Global IP Systems:**  
**The Lisbon System for the International Registration of Appellations of Origin**
- Speaker: Ms. Florence Rojal, WIPO
- 12.40 p.m. – 1.00 p.m. **Local Presentation on the Lisbon System**
- Speaker: Mr. Elio De Tullio, Registered European and Italian Trade Mark and Design Attorney, Representing several Consortium for the Protection of Protected Appellations of Origin and Protected Geographical Indications
- 1.00 p.m. – 1.15 p.m. **Questions and Answers**
- Panellists: Ms. Florence Rojal, WIPO  
Mr. Elio De Tullio
- 1.15 p.m. – 2.15 p.m. **Lunch break**
- 2.15 p.m. – 2.35 p.m. **Topic 4: Global IP Systems:**  
**“Open Innovation and IPRs: No patents, no talks”**
- Speaker: Prof. Antonio Messeni Petruzzelli, Politecnico di Bari

- 2.35 p.m. – 2.55 p.m.     **Topic 5:   WIPO Arbitration and Mediation:  
Alternative Dispute Resolution**
- Speaker:   Dr. Luca Barbero, Attorney, Studio Barbero, Turin
- 2.55 p.m. – 3.10 p.m.     **Questions and Answers**
- Panellists: Dr. Luca Barbero
- 3.10 p.m. – 3.40 p.m.     **Topic 6:   Global Databases for IP  
Platforms and Tools for the Connected  
Knowledge Economy**
- Speaker:   Ms. Sandrine Ammann, Marketing and Communications  
Officer, Office of the Assistant Director General (GIS),  
Global Infrastructure Sector, WIPO
- 3.40 p.m. – 4.00 p.m.     **Questions and Answers**
- Panellists: Ms. Sandrine Ammann, WIPO
- 4.00 p.m. – 4.20 p.m.     **Topic 7:   Relations between DGLC-UIBM and WIPO**
- Speakers:  Ms. Simona Marzetti, UIBM  
Ms. Loredana Guglielmetti, UIBM
- 4.20 p.m. – 4.30 p.m.     **Questions and Answers**
- 4.30 p.m. – 4.40 p.m.     **CLOSING SESSION**

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