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| ITALIAN PATENT AND TRADEMARK OFFICE (UIBM), DIRECTORATE GENERAL OF COMBATING COUNTERFEITING, MINISTRY OF ECONOMIC DEVELOPMENT | Enterprise Europe network | TORINO Chamber of Commerce Industry crafts and Agriculture |
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| **roving seminar** | | | |
| WIPO-UIBM/IP/TRN/15/INF/1/PROV.6 | | | |
| ORIGINAL: english | | | |
| DATE: March 25, 2015 | | | |

**WIPO Services and Initiatives**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Italian Patent and Trademark Office (UIBM)

**Turin, April 21, 2015**

Provisional program

*Prepared by the secretariat*

Tuesday, April 21, 2015

9.00 a.m. – 9.45 a.m. Registration and welcome coffee

9.45 a.m. – 10.00 a.m. **Opening Session**

Welcome addresses by:

* Ms. Simona Marzetti, Head of unit IV, Directorate General for Combating Counterfeiting - Italian Patent and Trademark Office (UIBM), Ministry for Economic Development
* Mr. Vincenzo Ilotte, President, Turin Chamber of Commerce
* Mr. Claus Matthes, Director, PCT Business Development Division, Patents and Technology Sector (PTS), WIPO

10.00 a.m. – 10.15 a.m. **The importance of IP to Innovation and Success:**

Speaker: Mr. Marco Braida, Senior Counsel, Intellectual Property

and Operations, Luigi Lavazza S.p.A.

10.15 a.m. – 10.35 a.m. **Topic 1:** **Introduction to WIPO**

**Development of the International Legal Framework**

**Major Intellectual Property Economic Studies**

Speaker: Ms. Francesca Toso, Senior Advisor, Special Projects Division, Department for Africa and Special Projects, Development Sector, WIPO

10.35 a.m. – 11.05 a.m. **Topic 2:** **The Patent Cooperation Treaty (PCT) –**

**Introduction and Future Developments**

Speaker: Mr. Claus Matthes, WIPO

11.05 a.m. – 11.20 a.m. **The PCT- The actual practice (questions, experiences, discussion)**

Speaker: Ms. Lidia Casciano, European Patent Attorney, Studio Torta, Turin

11.20 a.m. – 11.40 a.m. **Open Discussion**

Panelists: Mr. Claus Matthes, WIPO

Ms. Lidia Casciano, European Patent Attorney, Studio Torta, Turin

Questions and Answers

11.40 a.m. – 11.55 a.m. Coffee break

11.55 a.m. – 12.25 p.m. **Topic 3:** **Global Intellectual Property System:** **The Madrid System for the International Registration of Marks. The Hague System for the International Registration of Designs**

Speaker: Ms. Asta Valdimarsdottir, Director, Operations Division, Brands and Designs Sector (BDS), WIPO

12.25 p.m. – 12.40 p.m. **Madrid and The Hague - The actual practice (questions, experiences, discussion)**

Speaker: Mr. Giulio Martellini, Trademark and Design Attorney, IP consultant, IP Skill, Turin

Mr. Giuseppe Quinterno, European Patent Attorney, Jacobacci & Partners S.p.A.

12.40 p.m. – 1.00 p.m. **Open Discussion**

Panelists: Ms. Asta Valdimarsdottir, WIPO

Mr. Giulio Martellini, IP Skill

Mr. Giuseppe Quinterno, Jacobacci & Partners S.p.A.

Questions and Answers

1.00 p.m. – 2.00 p.m. Lunch and Networking

2.00 p.m. – 2.30 p.m. **Topic 4:** **Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy**

Speaker: Mr. Christophe Mazenc, Director, Global Data Base Service, Global Infrastructure Sector, WIPO

2.30 p.m. – 2.50 p.m. **Open Discussion: The Value of WIPO Database Services for IP Globalization**

Panelist: Mr. Christophe Mazenc, WIPO

Questions and Answers

2.50 p.m. – 3.25 p.m. **Topic 5:** **Practical Tips on Alternative Dispute Resolution**

Speaker: Dr. Luca Barbero, Domain Names and Internet Consulting, Studio Barbero, Turin

3.25 p.m. – 3.45 p.m. **Topic 6:** **Cooperation between UIBM and WIPO**

Speakers: Ms. Simona Marzetti, Head of unit IV, UIBM

Ms. Loredana Guglielmetti, Head of unit VII, UIBM

3.45 p.m. – 4.00 p.m. **CLOSING SESSION**

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