Webinar on Mobile Application Development and Intellectual Property (IP) Commercialization

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Bureau of Copyright and Related Rights (BCRR) of
the Intellectual Property Office of the Philippines (IPOPHL)

Zoom Platform
bit.ly/IPOPHL-IPComm-MobileApps-Reg-Form

Friday, April 30, 2021
3 to 6 p.m. Philippines Time (PHT)

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
**Friday, April 30, 2021 (all times are Philippines Time (PHT))**

15.00 – 15.10 Opening ceremony

Welcome remarks by: Atty. Rowel S. Barba, Director General, Intellectual Property Office of the Philippines (IPOPHL), Manila

Mr. Dimiter Gantchev, Deputy Director and Head, Copyright Management Division, World Intellectual Property Organization (WIPO), Geneva

15.10 – 15.40 Topic 1: Conception to Monetization: Intellectual Property (IP) and Commercialization throughout the Mobile Apps’ Lifecycle

Speaker: Dr. Noam Shemtov, Reader in IP and Technology Law, Centre for Commercial Law Studies, Queen Mary University, London


Speaker: Ms. Maria Jesusa Viray, Chief Executive Officer, Medicare Plus, Founding Member, Board of Directors of the Philippine Association for Digital Commerce and Decentralised Industries (PADCDI), Manila

16.10 – 16.40 Topic 3: Fundraising 101 for Mobile Start-Ups

Speaker: Mr. Furuzonefar Zehni, Partner, Fresco Capital, Hong Kong

16.40 – 17.10 Topic 4: Philippine Regulatory Framework for Mobile Applications

Speaker: Atty. Alain Charles Veloso, Partner, Quisumbing Torres, Manila

17.10 – 17.40 Topic 5: Q&A and Discussion

17.40 – 17.50 Closing remarks by: Atty. Emerson G. Cuyo, Director, Bureau of Copyright and Related Rights, IPOPHL, Manila

Mr. Dimiter Gantchev

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