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**WEBINAR**

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**WIPO/WEBINAR/IP-INFORMATION/2024/1/1 PROV**  
**ORIGINAL: ENGLISH**  
**DATE: DECEMBER 3, 2024**

## **WIPO Webinar – IP Information Roundtable**

The IP journey of an Innovator

organized by

the World Intellectual Property Organization (WIPO)

### **PROVISIONAL PROGRAM**

December 3, 2024

9:00 a.m. to 4: p.m., Geneva, Switzerland (*CET*)

*prepared by the International Bureau of WIPO*

Tuesday, December 3, 2024

9.00 – 9.15 am

**Opening session**

Speaker: Mr. Mazenc, Director, Global Databases Division

9.15 – 9.30am

Session 1: **Plant protection - UPOV**

Speaker: Mr. Van Ettehoven  
UPOV

9.30 – 10.30am

Session 2: **Patents – PATENTSCOPE & PCT**

Speaker: Mr. Diaconescu, Head of the Patent Database Section  
Mrs. Kang, Legal Officer, PCT Legal and User Support  
Section

10.30 – 10.40am

**Break**

10.40 – 11.40am

Session 3: **Trademarks – Global Brand Database & Madrid System**

Speaker: Ms. Lumbreras Higuera, Young Expert, Global  
Databases Division  
Mr. Pierre, Information Assistant, Madrid Information &  
Promotion Division

11.40 – 1.00pm

**Break**

1.00 – 2.00pm

Session 4: **Designs – Global Design Database & Hague System**

Speaker: Mr. Lopez, Head, Brand & Design Databases Section  
Mr. Asher, Coordinator, Hague Infoline Unit

2.00 – 2.10pm

**Break**

2.10 – 3.10pm

Session 5: **Activating IP – Commercialization, Open Innovation, and  
Licensing**

Speaker: Mr. Karlsson Dinnetz, Senior Program Officer,  
Technology Transfer Section

3.10 – 3.40pm

**Networking Workshop**

3.40 – 3.55pm

**Closing Session**