

## **Information Session on Geographical Indications – Recognition of Geographical Indications as Valid Rights in the Domain Name Dispute Resolution Procedures: Recent Developments and Prospects**

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INFORMATION ON SPEAKERS

*prepared by the Secretariat*

## KATARINA BARATHOVA

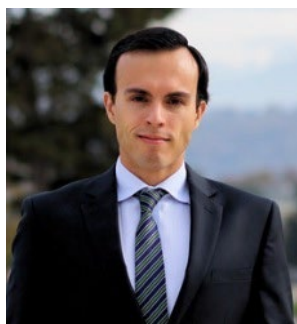


Katarina Barathova is an official at the European Commission, working in the Directorate-General for Agriculture and Rural Development (DG AGRI), specifically in the unit responsible for Geographical Indications (GIs). She joined the European Commission in 2020 and has an extensive experience in GI policy development, implementation and enforcement.

Katarina Barathova was actively involved in the recent reform of the EU GI system (Regulation (EU) 2024/1143), including provisions related to GI protection on the internet. In her current role, she is responsible for controls and enforcement of GIs, and she also monitors GI-related international matters, particularly in countries of Asia and Africa. She works closely with national authorities and stakeholders in several EU Member States on GI-related issues. Before her current role, Katarina Barathova gained experience in other parts of the European Commission, working in the Directorate-General for Maritime Affairs and Fisheries (MARE) and the Directorate-General for Competition (COMP), where she contributed to various policy areas.

Katarina Barathova is an economist by education and holds a PhD in Agricultural Economics from the Slovak University of Agriculture, completed in 2020. During her PhD at the university, she worked on research projects in the field of agriculture.

## GONZALO MANUEL BLEDA NAVARRO



Gonzalo Bleda is a Senior Legal Officer at the Internet Dispute Resolution Section of the WIPO Arbitration and Mediation Center. He is a member of the supervisory team overseeing case managers who administer thousands of UDRP-based cases annually, with over 6,000 cases in 2024. Gonzalo Bleda is committed to advancing technological solutions to legal disputes administered by the Internet Dispute Resolution Section and has a keen interest in business demand management and process improvement to enhance operational efficiency. Before joining WIPO, Gonzalo Bleda honed his legal skills at Garrigues and PwC. He holds a law degree from the

Universidad Pontificia de Comillas (ICADE, Madrid, Spain), a master's degree in corporate legal advice from the *Instituto de Empresa* (IE Law School, Madrid, Spain), and an LLM in intellectual property law from Queen Mary University of London (London, United Kingdom).

## JUAN ANTONIO DORANTES



Juan Antonio Dorantes holds a law degree from Mexico's *Escuela Libre de Derecho* and a master's degree in international relations from the Geneva School of Diplomacy and International Relations. He also has postgraduate studies in Private EU Law and Legal Marketing from the University of Cantabria.

Currently, he is the managing partner of Mexico City based Dorantes Advisors, a Firm which specializes in international trade, regulatory law, and intellectual property matters. He is also Chairman of the International Treaties Committee of the Mexican Association for the Protection of Intellectual Property (AMPPI), as well as of the International Trademark Association (INTA) Subcommittee on International Treaties and Harmonization of Geographical Indications.

Juan Antonio Dorantes had a career of more than 20 years in Mexico's federal public administration, performing positions in the Ministry of Economy, the Ministry of Education and the Permanent Mission of Mexico to the World Trade Organization (WTO). From 2008 to 2016, he was Mexico's lead for the negotiation of IP chapters in Free Trade Agreements, including the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

### VIOLETA GHETU



Violeta Ghetu is a Legal Officer in the Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, World Intellectual Property Organization (WIPO) in Geneva, Switzerland.

She holds a Master of Laws, an LL. M in Public International Law and an LL. M in Intellectual Property (IP) Law.

Before joining WIPO in 2008, she worked as Head of the International Trademarks Section at the State Agency on Intellectual Property of the Republic of Moldova, where she was responsible for administering applications and registrations designating Moldova through the Madrid System for the International Registration of Marks and the Lisbon Agreement on the Protection of Appellations of Origin and their International Registration

### LINDESAY LOW



Lindsay Low graduated from the University of Dundee with an LLB degree in Scots Law and subsequently qualified as a Scottish Solicitor. Since 2001, he has worked with at the Scotch Whisky Association, the trade association of the Scotch Whisky industry in a variety of roles, most recently as deputy director of legal affairs.

His duties involve protecting the geographical indication "Scotch Whisky" from misuse, principally across Asia Pacific and Americas, as well as advising the Association's producer members on a wide range of compliance issues. Among other things, he led the teams that secured protection for Scotch Whisky as a GI in China and Brazil and as a certification trademark in the United States of America. Over the years he has brought successful claims against fake "Scotches" in a wide range of courts and jurisdictions ranging from Canada to French Polynesia.

He is accredited as a Specialist in Intellectual Property Law by the Law Society of Scotland and he is also Chair of the International Trademark Association's Geographical Indications Committee.

### MADHU REWARI



brand valuation.

Madhu Rewari has carved a niche in the field of trademark and copyright and domain names, having represented numerous leading Indian companies and multinationals, including Fortune 500 companies, in India and the sub-continent. She advises various companies on brand adoption, protection and enforcement, commercialization, drafting and negotiating various contracts. Madhu Rewari also assists clients in drafting various policies such as brand usage policies, internet policies and privacy policies. She advises several startups and SMEs in relation to brand strategy and

With 20 years of experience in the IP field, Madhu Rewari is the go-to person for due diligence for companies acquiring IP assets and advice on a host of issues arising out of such contracts. She also advises on contentious issues such as IP violations, misleading and false claims, and she has the back of big-ticket clients on advertising issues. She has also handled several domain name disputes before WIPO and the “.in” registry.

Madhu Rewari is a Vice Chair of the Internet Committee and is a Chair for the project on GI in DNS.

### MIRANDA RISANG AYU PALAR



Miranda Risang Ayu Palar, S.H., LL.M., Ph.D. is an Associate Professor of Geographical Indication Law and has been teaching aspects of Intellectual and Industrial Property Rights Law, especially Cultural and Communal Intellectual Property, for 25 years. She is also the head of Intellectual Property Centre on Regulation and Application Studies, Faculty of Law, Universitas Padjadjaran Bandung, Indonesia.

Miranda Risang's teaching experiences include being a visiting lecturer/examiner in Australia (UTS), Japan (JIII/JIPII), Singapore (SMU), Thailand (Kasetsart Uni) and India (KLA). Besides that, she also has experiences serving her expertise for Indonesian Swiss Intellectual Property Projects (ISIP), Japan Institute of Invention and Innovation (JIII), Economic Research Institute for ASEAN and East Asia (ERIA), European Union Intellectual Property Office (EU-IPO) ARISE+IPR for ASEAN Countries, Organization for an International Geographical Indications Network (OriGIn), and Traditional Knowledge Division of the World Intellectual Property Organization (WIPO).

She was involved in drafting the Indonesian Law on Trademarks and Geographical Indications Number 20 Year 2016. Her concepts about the inclusive nature of Intellectual Property Right and communal holders have been accommodated in the Indonesian Government Regulation Number 56 Year 2022 about Communal Intellectual Property, that covers: Traditional Cultural Expressions, Traditional Knowledge, Genetic Resources, Indications of Source and Geographical Indication Potentials.

### JOHN RODRIGUEZ



John Rodriguez is a Senior Attorney-Advisor in the Trademark Group in the Office of Policy and International Affairs at the United States Patent and Trademark Office (USPTO). John Rodriguez focuses on trademarks and geographical indications matters across a variety of regions. John has also participated as a member of several U.S. delegation teams in free trade agreement negotiations.

John Rodriguez began his tenure at the USPTO as a Trademark Examining Attorney where he examined trademark applications submitted for registration in compliance with the Lanham Act, the Trademark Rules of Procedure, and the Trademark Manual of Examining Procedure.

PAOLA RUGGIERO

Paola Ruggiero is the Head of the Trademark Department at Bird & Bird, Milan. Admitted as an Italian and European Union Trademark Attorney in 1996, she serves as Counsel at Bird & Bird. With extensive experience in Italian and European IP law, she represents clients across diverse industries, including Food, Fashion, Entertainment, Media, Retail, Finance, and Insurance, in trademark, copyright, and design matters.

Her practice areas include the filing and prosecution of trademarks, designs, and domain names, conducting searches, defending and opposing trademarks, and defending designs in opposition procedures before the Italian and European Union Intellectual Property Office. Additionally, she handles nullity actions for both trademarks and designs before the European Union Intellectual Property Office and file UDRP and ADR procedures to recover domain names. She also provides legal advice on the recognition and protection of geographical indications and conduct anti-counterfeiting activities and customs seizures.

As a trademark strategist, she has extensive experience in managing trademark and design portfolios and advising on branding strategies for a wide range of clients, from individuals to large multinationals, both in Italy and overseas.

She currently holds the position of First Vice President of ECTA and serve as the Chair of the INTA TOPC TM5 Subcommittee.

ELIO DE TULLIO

Elio De Tullio is an attorney-at-law and trademark attorney specialized in Intellectual Property, with about 25 years' experience in assisting large companies, SMEs and universities for the protection and exploitation of their intellectual property rights at national and international level. After 10 years of experience in IP matters, he founded in 2005 the IP tech-law firm De Tullio & Partners, with main offices in Italy (Rome and Bari). Managing Partner of De Tullio & Partners, he acts as trademark attorney in the strategic assessment of IP protection and as attorney-at-law and litigator before the Italian Courts specialized in Intellectual Property.

He cooperates as an expert with the European Union Intellectual Property Office (EUIPO) in Expert Groups (ECP4 – Supporting SMEs) and with the EUIPO-EU Observatory Expert Groups (SMEs, Legal) and Working Groups (Enforcement). Since 2013 he is one of the experts of the EU-China and the EU-South East Asia IPR SME Helpdesks. He has cooperated as expert and trainer for European Commission, WIPO, Italian Trade Agency (ICE-ITA). Since 2015, he is Board Member of INSME and since 2018 he is President of the IP Commission of ICC-Italian Chapter. He is member of different bodies and associations, among which INTA (former Chair of the Geographical Indications Committee), AIPPI (current Co-Chair of the International Geographical Indications Standing Committee), oriGIn (member of the Legal Group).

Since 2006, he is adjunct professor of intellectual property and legal informatics at the Master Course in Legal Informatics of University La Sapienza (Rome). Since 2019 he is adjunct professor of Intellectual Property at LUISS School of Law (Master of Fashion Law). He has participated – as coordinator and IP Law Expert – to the following EUIPO Studies: “Study on The Baseline of Trade Secrets Litigation in the EU” (2018), “Study on protection and control of Geographical Indications for agricultural products in the EU Member States” (2017); and as Project Manager and Legal Expert to the EUIPO “Study on EU Member States’ potential for protecting craft and industrial (CI) Geographical Indications” published last December 3, 2024.

LASZLO ADAM VASS



Laszlo Vass works as Legal and Policy Affairs Officer at the Intangible Economy Unit of Directorate-General Internal Market, Industry, Entrepreneurship and SMEs of the European Commission. In this position he is part of the team responsible for coordinating the positions of the EU and its Member States in the decision-making and negotiating bodies of WIPO.

He holds a master's degree in law and has previously worked as a Legal Officer and later Head of the Industrial Property Law Section of the Hungarian Intellectual Property Office. He also served as a member of the Hungarian Body of Experts on Industrial Property Law giving opinions in legal and technical matters arising in industrial property litigation and out-of-court proceedings.

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