
SCT/IS/ID/GE/25/INF/1
ORIGINAL: ENGLISH
DATE: FEBRUARY 6, 2025

Information Session on Graphical User Interface (GUI) Design Protection

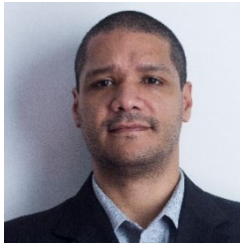
Online, February 21, 2025, from 1 p.m. to 3 p.m.*

INFORMATION ON SPEAKERS

prepared by the Secretariat

* The times are Central European Time (CET).

FLAVIO ALCÂNTARA



Flavio Alcântara is the head of the Industrial Designs Examination Division at the National Institute of Industrial Property (INPI) of Brazil.

He holds a Master's degree in Intellectual Property (IP) and Innovation and is also a graphic designer.

In 2020, Mr. Alcântara authored a thesis titled *Industrial design registration of graphical user interfaces in Brazil*.

ALEXANDER CUNTZ



Alexander Cuntz heads the Creative Economy Section, Department for Economics and Data Analytics, IP and Innovation Ecosystems Sector, at the World Intellectual Property Organization (WIPO) in Geneva.

Before joining WIPO, he worked as a senior consultant at the German Federal Expert Commission for Research and Innovation (EFI) and as a research fellow at the Joint Research Centre (JRC) of the European Commission in Seville, Spain.

His economic research focuses on creativity, the role of intellectual property rights, and the impact of digitization on creative industries.

MARINA FOSCHI



Marina Foschi is Senior Legal Officer in the Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications, World Intellectual Property Organization (WIPO) in Geneva, Switzerland.

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

Before joining WIPO in 2008, she worked as an IP lawyer at the Brussels Bar (in Belgium) for more than ten years, in IP departments of international law firms (*Stibbe, Jones Day and Liedekerke Wolters Waelbroeck Kirpatrick*).

JIHOON KIM



Dr. Jihoon Kim is the Senior Deputy Director of the Korean Intellectual Property Office (KIPO).

With years of multidisciplinary experience in engineering and design, Dr. Kim has been assisting KIPO in bridging the gap between public policy and industry in intellectual property matters since 2009.

He holds a Ph.D. in Industrial Design from the Korean Institute of Science and Technology (KAIST) and a Master of Design and a Bachelor's degree in Mechanical Engineering from Hongik University in Seoul. He is also the co-author of *Design Intellectual Property* (Korean ed., 2013) and a contributor to *Design Rights – Functionality and Scope of Protection* (AIPPI Law Series, 2017).

HANAN MAKKI



Dr. Hanan Makki is an interdisciplinary artist, researcher, and educator whose work explores the transformative potential of video games. With a passion for integrating technology, art, cultural heritage, and psychology, she creates innovative scientific and cultural content that drives positive change.

She currently leads the School of Gaming at the Saudi Digital Academy (MCIT) and has extensive experience in higher education, teaching game design, development, and extended reality (XR) at universities in the UK and Saudi Arabia. She is dedicated to bridging academia and the growing gaming industry in Saudi Arabia, inspiring the next generation of creators in the field.

Her Ph.D. focused on developing games for educational and therapeutic purposes, culminating in the creation of *Sinbad and the Magic Cure*, a game that exemplifies the intersection of research and practice. As a co-founder of Qindeel Studio, she has developed the award-winning VR experience *Mirage: City Under the Sand*, which was recognized as one of the “Most Promising Games in Saudi Arabia” at LEAP 2023. A strong advocate for diversity in gaming, she is a Women in Games Ambassador and a frequent speaker on topics such as game development, serious games, and interactive media.

MICHAEL OSCAR ESIO



Oscar Michael is an innovative entrepreneur with about a decade in the video games and tech industry. He possesses practical knowledge in entrepreneurship, operations, project management, partnerships, software, and community development.

He is the founder of *Africacomcade*, a launchpad for stakeholders in the African Video games, immersive and interactive media industry. He is also an alumni of the International Game Developers Association (IGDA)

Foundation NEXTGEN leader program.

DAVID STONE



David Stone is a keen design right evangelist – encouraging designers to protect their work and advocating for improvements to the ways in which legal systems protect the appearance of a product.

In addition to his busy Intellectual Property (IP) protection and litigation practice, he is a research fellow at the Oxford IP Research Centre, is on the editorial boards of the *Journal of Intellectual Property Law & Practice* (JIPLP), the *European Intellectual Property Review* (EIPR) and

Managing Intellectual Property (MIP), and sits part-time as a Deputy High Court Judge (England and Wales).

David is a jury member for the DesignEuropa Awards. He teaches design law at the Universities of Oxford and Alicante, and writes widely on the subject. The third edition of David’s *European Union Design Law: A Practitioners’ Guide* will be published by the Oxford University Press (OUP) in 2025.

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