



WORKSHOP

WIPO/SMES/GE/20/1
ORIGINAL: ENGLISH
DATE: OCTOBER 13, 2020

Intellectual Property Management - A Product-Based Analysis Workshop

organized by
the World Intellectual Property Organization (WIPO)

WebEx, Geneva, October 15 and 16, 2020

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Moderator: Ms. Kasiet Kachaganova, Project Developer, SMEs and Entrepreneurship Support Division (SESD), Department for Transition and Developed Countries (TDC), WIPO

Day 1 - Thursday, October 15, 2020, CEST time

13.00 – 13.10 Welcome address by:
– Mr. Giovanni Napolitano, Acting Director, TDC, WIPO

13.10 – 13.15 Introductory remarks by:
– Mr. Guy Pessach, Director, SESD, TDC, WIPO

13.15 – 15.30 **SESSION 1:
Healthcare industry – IP Management Dimensions**

Product:

Presenters:

*SOMATOM X.cite with
myExam Companion*

University of Gothenburg,
Sweden

Abilify MyCite

University of Copenhagen,
Denmark

Zebra Medical

Harry Radzyner Law School,
Interdisciplinary Center (IDC)
Herzliya, Israel

My Heritage

Harry Radzyner Law School

Commentator: Professor Georges Haour, IMD Business School,
Switzerland

Mr. Laith Abu-Taleb, Vice President, General
Counsel & Corporate Affairs, Mori, USA / Canada

15.30 – 16.00

DISCUSSION SESSION

- Wrap-up of the First Day of the Workshop

Moderator: Mr. Guy Pessach

Speakers: All the participants

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Day 2 - Friday, October 16, 2020

14.10 – 15.40

**SESSION 2:
Fashion, Apparel and Luxury Goods – IP Management
Dimensions**

Product:

Presenters:

Louis Vuitton Archlight Trainer

Hanken School of Economics,
Finland

Wide Eyes

Harry Radzyner Law School

Christian Louboutin Lipstick

School of Law, Texas A&M
University, Texas, USA

Commentator: Mr. Martin Senftleben, Professor of Intellectual
Property Law and Director, Institute for
Information Law (IViR), University of Amsterdam,
the Netherlands

Ms. Audrey Yap, Partner, YuSarn Audrey &
President, LESI Singapore

15.40 – 16.20

**SESSION 3:
Gaming, Toys & Mind Games – IP Management Dimensions**

Product:

Presenters:

Cyberpunk 2077

Centre for Commercial Law
Studies, Queen Mary
University of London, UK

Commentator: Mr. Rafał Kłoczko, Chief Legal Counsel,
CD Projekt RED, Warsaw

16.20 – 16.30

Stretch break

16.30 – 17.30

ROUNDTABLE DISCUSSION & WRAP – UP SESSION

Moderator: Mr. Guy Pessach

Ms. Anja Von Der Ropp, Senior Program
Coordinator, Climate Change and Food Security,
Global Challenges Division, Department for
Traditional Knowledge and Global Challenges,
WIPO

Speakers: All the participants

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