WIPO GLOBAL BUSINESS SEMINAR
— Global Intellectual Property Strategy and WIPO Services —

Organized by: The World Intellectual Property Organization (WIPO)
In cooperation with: The Japan Patent Office (JPO)
Supported by: Japan Intellectual Property Association (JIPA)

PROVISIONAL PROGRAM

Osaka

Date: 28 November 2014 (Friday)
Venue: Osaka Chamber of Commerce and Industry (2-8, Honmachibashi, Chuo-ku, Osaka)
Language: Japanese/English (Simultaneous interpretation will be provided)

9.15 a.m. – 9.45 a.m. RECEPTION
9.45 a.m. – 10.00 a.m. OPENING SESSION
   Mr. Yukio Hokura (Director-General, Patent and Design Examination Department, Japan Patent Office (JPO))
   Mr. Kazushi Takemoto (President, Japan Intellectual Property Association (JIPA) [Suntory Holdings Limited])
   Mr. Yo Takagi (Assistant Director General, Global Infrastructure Sector, World Intellectual Property Organization (WIPO))

— SESSION 1 —

10.00 a.m. – 10.20 a.m.
“Introduction to WIPO, Development of the International Legal Framework
Major Intellectual Property Economic Studies” [TBD]
Speaker: Mr. Christopher Ruggerio (Senior Legal Officer, Section for the Coordination of Developed Countries, WIPO)
— SESSION 2 —

10.20 a.m. – 10.40 a.m.
Speaker: Mr. Matthew Bryan (Director, PCT Legal Division, Innovation and Technology Sector, WIPO)

10.40 a.m. – 10.55 a.m.
“Global Patenting Strategy and the PCT” [TBD]
Speaker: Mr. Tetsunori Minato (Vice Chairperson, International Affairs Committee, JIPA [IPICS CORPORATION])

10.55 a.m. – 11.15 a.m.  Panel Discussion (Title TBD)
Moderator: Mr. Kazuo Hoshino (Director for Policy Planning and Research, Customer Relations Policy Division, Trademark and Customer Relations Department, JPO)
Panelists: Mr. Tetsunori Minato, Mr. Matthew Bryan

11.15 a.m. – 11.35 a.m.  Coffee Break

— SESSION 3 —

11.35 a.m. – 11.55 a.m.
“Global Intellectual Property Systems: (a)The Madrid System for the International Registration of Marks, (b)The Hague System for the International Registration of Industrial Designs” [TBD]
Speaker: Ms. Debbie Roenning (Director, Legal Division, Madrid Registry, Brands and Designs Sector, WIPO)

11.55 a.m. – 12.10 a.m.
“Global Branding Strategy and the Madrid System” [TBD]
Speaker: Mr. Junichi Honda (Vice Chairperson, Trademark Committee, JIPA [Otsuka Pharmaceutical Co., Ltd.])

12.10 a.m. – 12.30 a.m.  Panel Discussion (Title TBD)
Moderator: Mr. Naohito Kaneko (Director of the Trademark Policy Planning Office, Trademark Division, Trademark and Customer Relations Department, JPO)
Panelists: Mr. Junichi Honda, Ms. Debbie Roenning

12.30 p.m. – 13.30 p.m.  Lunch and Networking
13.30 p.m. – 13.50 p.m.  “Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy” [TBD]  
Speaker: Mr. Yo Takagi, WIPO

13.50 p.m. – 14.10 p.m.  Panel Discussion  
“The Value of WIPO Database Services for IP Globalization” [TBD]  
Moderator: Mr. Yuichiro Nakaya (Director for International Affairs, Information Technology Planning Office, Policy Planning and Coordination Department, JPO)  
Panelists: Mr. Shuichi Takayama (Deputy Chairperson, Information Search Committee, JIPA [Panasonic Corporation]), Mr. Yo Takagi

14.10 p.m. – 14.40 p.m.  “Practical Tips on Alternative Dispute Resolution” [TBD]  
Speaker: Mr. Matthew Bryan, Mr. Teruo Kato (MCIArb Solicitor, England & Wales, WIPO Neutral, Takeda & Hasegawa)

14.40 p.m. – 15.00 p.m.  “Japanese Government Policy for IP Globalization and Cooperation with WIPO” [TBD]  
Speaker: Masaru Takahashi (Deputy Counselor, Secretariat of Intellectual Property Strategy Headquarters)

15.00 p.m. – 15.15 p.m.  Q and A
15.15 p.m. – 15.30 p.m.  CLOSING SESSION

Tokyo

Date: 1 December 2014 (Monday)  
Venue: U Thant International Conference Hall, UNU Headquarters Bldg.  
(5-53-70, Jingumae Shibuya-ku, Tokyo)  
Language: Japanese/English (Simultaneous interpretation will be provided)

9.00 a.m. – 9.45 a.m.  RECEPTION
9.45 a.m. – 10.00 a.m.  **OPENING SESSION**
Mr. Hitoshi Ito (Commissioner, Japan Patent Office (JPO))
Mr. Michiyoshi Mazuka (Chairperson, Japan Intellectual Property Association (JIPA) [FUJITSU LIMITED])
Mr. Yo Takagi (Assistant Director General, Global Infrastructure Sector, World Intellectual Property Organization (WIPO))

— SESSION 1 —
10.00 a.m. – 10.20 a.m.
“Introduction to WIPO, Development of the International Legal Framework
Major Intellectual Property Economic Studies” [TBD]
Speaker: Mr. Christopher Ruggerio (Senior Legal Officer, Section for the Coordination of Developed Countries, WIPO)

— SESSION 2 —
10.20 a.m. – 10.40 a.m.
Speaker: Ms. Debbie Roenning (Director, Legal Division, Madrid Registry, Brands and Designs Sector, WIPO), and Mr. Matthew Bryan (Director, PCT Legal Division, Innovation and Technology Sector, WIPO)

10.40 a.m. – 10.55 a.m.
“Global Patenting Strategy and the PCT” [TBD]
Speaker: Mr. Kenji Kumakiri (Chairperson, International Affairs Committee, JIPA [Hitachi,Ltd.])

10.55 a.m. – 11.15 a.m.  Panel Discussion  ( Title TBD )
Moderator: Mr. Kazuo Hoshino (Director for Policy Planning and Research, Customer Relations Policy Division, Trademark and Customer Relations Department, JPO)
Panelists: Mr. Kenji Kumakiri, Mr. Matthew Bryan

11.15 a.m. – 11.35 a.m.  Coffee Break

— SESSION 3 —
11.35 a.m. – 11.55 a.m.
“Global Intellectual Property Systems: (a)The Madrid System for the International Registration of Marks, (b)The Hague System for the International Registration of Industrial Designs” [TBD]
Speaker: Mr. Grégoire Bisson (Director, Brands and Designs Sector, The Hague Registry, WIPO)
11.55 a.m. – 12.10 a.m.
“Global Branding Strategy and the Madrid System” [TBD]
Speaker: Mr. Junichi Honda (Vice Chairperson, Trademark Committee, JIPA [Otsuka Pharmaceutical Co., Ltd.])

12.10 a.m. – 12.30 a.m.  Panel Discussion  (Title TBD)
Moderator: Mr. Naohito Kaneko (Director of the Trademark Policy Planning Office, Trademark Division, Trademark and Customer Relations Department, JPO)
Panelists: Mr. Junichi Honda, Ms. Debbie Roenning

12.30 p.m. – 13.30 p.m.  Lunch and Networking

— SESSION 4 —

13.30 p.m. – 13.50 p.m.
“Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy” [TBD]
Speaker: Mr. Yo Takagi, WIPO

13.50 p.m. – 14.10 p.m.  Panel Discussion
“The Value of WIPO Database Services for IP Globalization” [TBD]
Moderator: Mr. Yuichiro Nakaya (Director for International Affairs, Information Technology Planning Office, Policy Planning and Coordination Department, JPO)
Panelists: Mr. Hiroshi Obata (Chairperson, Information Search Committee, JIPA [Suntory Holdings Limited]), Mr. Yo Takagi

— SESSION 5 —

14.10 p.m. – 14.40 p.m.
“Practical Tips on Alternative Dispute Resolution” [TBD]
Speaker: Mr. Matthew Bryan, Mr. Teruo Kato (MCI Arb Solicitor, England & Wales, WIPO Neutral, Takeda & Hasegawa)

— SESSION 6 —

14.40 p.m. – 15.00 p.m.
“Japanese Government Policy for IP Globalization and Cooperation with WIPO” [TBD]
Speaker: Masaru Takahashi (Deputy Counselor, Secretariat of Intellectual Property Strategy Headquarters)

15.00 p.m. – 15.15 p.m.  Q and A
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