
WIPO LIST OF NEUTRALS

BIOGRAPHICAL DATA

Editha R. HECHANOVA
609 Antel Platinum Tower, 154
Valero Street
Salcedo Village, Makati City
Philippines



Telephone: +632 812 6561
+639 178 334 842

Fax: +632 888 4290
Email: editharh@hechanova.com.ph

Date of Birth: December 9, 1948
Nationality: Filipino

EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS

Bachelor of Laws, Ateneo De Manila University. Admitted to the Philippine Bar, 1990.
Bachelor of Science in Business Administration, Major in Accounting, magna cum laude, University of the East. Certified Public Accountant (CPA).
Certificate in Business Economics, 2011, University of Asia and the Pacific.
South East Asian Patent Drafting Course, Singapore, 1997. Passed patent examination conducted by Association of Patent Attorneys in Australia.
Patent Agent Qualifying Examination (PAQE), 2008, administered by the Intellectual Property Office (IPOPHL).
WIPO Advanced Workshop on Domain Name Dispute Resolution Update on Precedent and Practice, Geneva, October 29 and 30, 2013.
Mediation Workshop conducted by Intellectual Property Office and the WIPO, December, 2010 for the accreditation as IPOPHL mediator.
Arbitration Workshop and Examination conducted by Intellectual Property Office and the WIPO, December 2010, January, 2011 for the accreditation as IPOPHL arbitrator..

Completed the Advance Mediation Course, International Trademark Association (INTA), May, 2011.
Member of INTA's Panel of Neutrals, 2011.
Completed the Basic Mediation Course, International Trademark Association (INTA), May, 2010.
Member of INTA's Panel of Neutrals, 2010.

April 15, 2015

Court of Appeals Mediation Project of the Philippine Judicial Academy (for training mediators for Court of Appeals (2005). Accredited Mediator by the Supreme Court Philippine Judicial Academy for Appeals Court Mediation from July 1, 2006 to June 30, 2015.

Mediation Workshop: Program of Instruction for Lawyers on Program on Negotiation, Harvard Law School, Cambridge, MA, USA, October 24 – 28, 2005.

WIPO Workshop for Mediators in Intellectual Property Disputes, WIPO Headquarters, Geneva, Switzerland, June 24 and 25, 2004.

Licensing Executive Society International, Training the Trainers, Intellectual Asset Management, hosted by LES, Japan, Tokyo, Japan, December 18-23, 2003. Accredited trainer.

Industrial Property Rights Training Management Course, Asian Overseas Technical Scholarship, Tokyo, Japan (1997).

LANGUAGES

English and Pilipino.

PRESENT POSITION

Managing Partner, Law Offices of Hechanova Bugay Vilchez & Andaya-Racadio (2006 to present);

CEO/President, Hechanova & Co., Inc., an intellectual property consulting company engaged in patent, trademark and copyright prosecution, etc.(2005 to present);

Chairman, Trustee, Institute for Studies on Intellectual Property Inc., a non-profit organization conducting IP seminars (2001 to present).

PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Partner, Head of Intellectual Property Dept., Law firm of Del Rosario Hechanova Bagamasbad & Raboca. (1997 to 2005);

Sr. Associate, Associate V. E. Del Rosario & Ass. (1991 to 1996);

Vice-President for Human Resources & Internal Audit, Union Glass & Container Corp.1975-1991).

MEMBERSHIP IN PROFESSIONAL BODIES

Integrated Bar of the Philippines;

Philippine Institute of Certified Public Accountants.

AREAS OF SPECIALIZATION

Intellectual property law: trademark and patent prosecution, enforcement, litigation, licensing, mediation, border control;

Corporate law: foreign investments, incorporation, taxation;

Employment & labor law.

EXPERIENCE IN INTELLECTUAL PROPERTY

Since 1991 to present, patent and trademark prosecution, Transactional IP – licensing, acquisitions, valuation;

Litigation trademark infringement and unfair competition, trademark opposition and cancellation, copyright infringement, patent, utility model and design infringement, cancellation, third party observations; criminal, civil and administrative actions, Mediation, Enforcement, border control, Licensing.

MAJOR PUBLICATIONS

“Jump-Starting Mediation”, World Intellectual Property Review e-digest 2012.

Has been a regular contributor in International Briefings of the Managing IP Magazine since 2005 to the present.

Writer for the Philippine chapter of the Intellectual Property Review Law Business Research Ltd., UK for 3 volumes since 2012.

Various articles on intellectual property in Asia IP magazine, ALB, WIPR, INTA Bulletin, etc.

EXPERIENCE IN COURT LITIGATION

Has handled intellectual property litigation since 1992: appeared before the Regional Trial Courts in various cities in the Philippines for criminal and civil action; appeared before the Intellectual Property Office for administrative actions; appeared before the Court of Appeals in oral arguments; appeared before the city prosecutors for preliminary investigations; appeared before the Department of law of the Bureau of customs for forfeiture cases; appeared before the Food and Drug legal division; appeared before the Office of Legal Affairs of the Department of Trade and Industry for consumer protection cases.

PROFESSIONAL TRAINING IN ARBITRATION

Arbitration Workshop and Examination conducted by Intellectual Property Office and the WIPO, December 2010, January, 2011 for the accreditation as IPOPHL arbitrator.

WIPO Advanced Workshop on Domain Name Dispute Resolution Update on Precedent and Practice, Geneva, October 29 and 30, 2013.

EXPERIENCE IN ARBITRATION

Representing a party before an arbitrator in labor and construction cases.

PROFESSIONAL TRAINING IN MEDIATION

Mediation Workshop conducted by Intellectual Property Office and the WIPO, December, 2010 for the accreditation as IPOPHL mediator.

Completed the Advance Mediation Course, International Trademark Association (INTA), May, 2011.

Member of INTA's Panel of Neutrals, 2011.

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WIPO workshop for Mediators in Intellectual Property Disputes, WIPO Headquarters, Geneva, Switzerland, June 24 and 25, 2004.

EXPERIENCE IN MEDIATION

Court Annexed Mediator, Court of Appeals since 2006 up to the present. Has handled several cases involving commercial, labor and employment, property matters.

Mediator, January, 2012 - October, 2014, handled thirty (30) cases as mediator, seven (7) of which have been settled.

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Intellectual Property Office of the Philippines, 2011-2014, handled fifteen (15) cases, five (5) of which have been settled.

ARBITRATION EXPERIENCE
SUMMARY TABLE

Type	Administering Institution		Role			
	Name	Number of Arbitrations	Presiding Arbitrator	Sole Arbitrator	Co-Arbitrator	Counsel
International Arbitrations						
	Ad Hoc					
	Others					
Number of Cases : Sub-Total						
Domestic Arbitrations	RTC	1				√
	RTC	1				√
Number of Cases Sub-total		2				√
TOTAL		2				√

MEDIATION EXPERIENCE
SUMMARY TABLE

Type	Administering Institution		Role			
	Name	Number of Mediations	Mediator		Counsel	
International Mediations						
	Ad Hoc					
	Others					
Number of Cases :						
Sub-Total						
Domestic Mediations	IPO	35	15		20	
	Court Annexed	32	30 ¹		2	
	Ad Hoc					
Number of Cases Total		67	45		22	

¹ Court annexed mediator since 2006, but available data only goes back from January, 2012 up to the present.