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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Maria Gladys C. VILCHEZ  
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Date of Birth: April 13, 1971

Nationality: Filipino

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

Juris Doctor, Ateneo School of Law, Makati City:  
Passed the Philippine Bar Exams in 1997;  
Accredited as Mediator by IPO since 2003;  
Passed the PDRCI exam;  
Accredited as Arbitrator by the Philippine Dispute Resolution Center, Inc. since 2010

AB Philosophy, Ateneo de Manila University, Quezon City, Philippine, 1987-1991;  
Accredited as Arbitrator by the IPO since 2011.

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**LANGUAGES**

English, Filipino

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**PRESENT POSITION**

Partner, Hechanova Bugay Vilchez & Andaya-Racadio Law Offices, 2006;  
Trustee, Institute for Studies on Intellectual Property, 2009.

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April 15, 2015

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### PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION

Commission on Higher Education - Corporate and Intellectual Property Consultant For Corporatization Of State Universities And Colleges, 2004-2005;

Intellectual Property Office, Bureau of Legal Affairs - Chief, Intellectual Property Violations Division/ Hearing Officer, Attorney V, 2001-2004;

University Of The Philippines, Office Of Legal Services- University Legal Counsel, Attorney IV, 1999-2001;

Picazo Buyco Tan Fider & Santos (Formerly, Bautista Picazo Buyco Tan & Fider) – Associate (1996-1998).

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### MEMBERSHIP IN PROFESSIONAL BODIES

Integrated Bar of the Philippines since 1997.

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### AREAS OF SPECIALIZATION

Intellectual Property Law; E-commerce Law; Corporation Law; Real Property Law.

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### EXPERIENCE IN INTELLECTUAL PROPERTY

Institute for Studies on Intellectual Property, Inc. (ISIP)  
Trustee /Project Manager, since 2009.

Primary functions:

Organizing, managing and conducting IP seminars and trainings for industry, university and government agencies, including trainings and workshops on IP policy formulation and setting up of technology licensing offices in universities, IP inventory and valuation and contract drafting; research and study of models for university-industry-government collaboration, including survey and study of already existing industry clusters and collaborative arrangements, for purposes of setting up workable multi-stakeholder linkages, arrangement and infrastructure, and for institutional policy proposals.

Hechanova Bugay Vilchez & Andaya-Racadio Law Offices (formerly, Hechanova Bugay & Vilchez), Partner since 2006.

Primary functions:

Intellectual Property Rights (IPR) protection and enforcement; opposition to and cancellation of trademark registration, patents, utility models and designs registration, copyright registration; prosecution of infringement and unfair competition cases; Intellectual Property (IP) counseling; preparation of licensing and franchise agreements, transfer of rights; organizing technology licensing offices; due diligence; provision of legal services relating to information technology, corporate law and taxation; litigation; mediation.

Commission on Higher Education  
Corporate and Intellectual Property Consultant for Corporatization of State Universities and Colleges, 2004-2005.

Primary functions:

Rendering advice and providing legal services to the Commission of Higher Education (CHED) in connection with the formulation of an IP Policy, within the framework of the corporatization of state colleges and

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universities; structuring of model university intellectual property offices; rendering advice concerning the inventory, valuation and commercialization of IP assets in universities and colleges and the protection and enforcement of IPR; preparation of contract templates including licensing agreements, franchise, distributorship, transfer of rights and marketing agreements.

Intellectual Property Office, Accredited Mediator since 2003;

Primary functions:

Mediation of inter-partes cases and intellectual property violation cases filed before the Intellectual Property Office.

Intellectual Property Office – Bureau Of Legal Affairs, Chief, Intellectual Property Violations Division/ Hearing Officer, (Attorney V), 2001-2004;

Primary functions:

Hearing and adjudication of inter-partes cases involving opposition to the registration of trademarks and cancellation of registration of trademarks, patents, utility models and industrial designs; hearing and adjudication of infringement, unfair competition and intellectual property violation cases filed before the Bureau of Legal Affairs of the Intellectual Property Office (BLA-IPO); supervision of other hearing officers in the performance of the foregoing functions.

University of The Philippines – Office Of Legal Services, University Legal Counsel (Attorney IV), 1999-2001;

Primary functions:

Rendering advice and providing legal services to the University of the Philippines in connection with the commercialization of university assets, including IP; preparation of contracts such as licensing and franchising of IP; assistance in the formulation of the university IP policy and the setting up of a university IP office.

Picazo Buyco Tan Fider & Santos (formerly, Bautista Picazo Buyco Tan & Fider), Associate, 1996-1998;

Primary functions:

Providing advice and rendering legal services in licensing; joint ventures; mergers and acquisitions; transfer of rights; real property transactions and land conversions; estate planning and trusts; intellectual property protection and enforcement.

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### **MAJOR PUBLICATIONS**

The Role of the IPO in the National IP Policy Formulation, APIC-JIII IP Community (IP Theses) No.10, March 2007.

Technology Transfer and Intellectual Property in the Philippines: Current Situation and Future Projects, APIC-JIII IP Community (IP Theses) No.11, March 2008.

Patent Pooling as A Tool for National Development in the Philippines, International Development Research Centre-Arellano Law Foundation – co-authored with Atty. Josephine R. Santiago and Atty. Antonio Aldrin R. Mendoza (2009); presented at the 2010 International Globelics Conference, Malaysia.

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### **EXPERIENCE IN COURT LITIGATION**

Since 1997, acted as legal counsel and represented clients in quasi-judicial bodies, lower courts, the Court of Appeals and the Supreme Court in the litigation of cases involving various fields of law such as intellectual property law (infringement, unfair competition, opposition to trademark registration, cancellation

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of trademarks, patents, utility models and industrial designs); real property law (quieting of title, cancellation of title); family law (declaration of nullity of marriage, annulment, adoption, recognition of foreign divorce); civil law (damages due to breach of contract, collection cases); criminal law (estafa, libel), and labor law (illegal dismissal).

From 2001-2004, as Hearing Officer of the BLA-IPO, heard, adjudicated and resolved administrative cases involving infringement, unfair competition, opposition to trademark registration, cancellation of trademarks, patents, utility models and industrial design registrations, the procedure for which involved full-blown litigation similar to trial courts.

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### **PROFESSIONAL TRAINING IN ARBITRATION**

The Law and Practice of Commercial Arbitration  
November 8- 10, 2010  
University of the Philippines Law Center  
(Conducted by the Philippine Dispute Resolution Center, Inc.)

Training on Specialized Arbitration for Intellectual Property Disputes  
December 9-10, 2010  
Shangri La Hotel  
(Conducted by IPOPHL and WIPO)

Settlement of Intellectual Property Disputes through Arbitration and Mediation  
December 12 - 13, 2011  
IPOPHL Multipurpose Hall  
(Conducted by IPOPHL and WIPO)

Seminar-Workshop on IPR Protection and Enforcement for Clerks of  
Court of Special Commercial Courts  
October 22-25, 2012  
CSB Hotel International Conference Center, Manila  
(Conducted by IPOPHL and the International Development Law Organization)

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### **PROFESSIONAL TRAINING IN MEDIATION**

Intensive Training Workshop for IPOPHL Mediators  
January 18-21, 2011  
AIM Conference Center  
(Conducted by IPOPHL)

Settlement of Intellectual Property Disputes through Arbitration and Mediation  
December 12 - 13, 2011  
IPOPHL Multipurpose Hall  
(Conducted by IPOPHL and WIPO)

Seminar-Workshop on IPR Protection and Enforcement for Clerks of  
Court of Special Commercial Courts  
October 22-25, 2012  
CSB Hotel International Conference Center, Manila  
(Conducted by IPOPHL and the International Development Law Organization)

IPOPHL-WIPO Workshop on the Mediation of IP Disputes  
May 7-8, 2014

IOPPHL Multipurpose Hall  
(Conducted by IOPPHL and WIPO)

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### **EXPERIENCE IN MEDIATION**

Since 2003, an accredited mediator of the Intellectual Property Office of the Philippines. As mediator, facilitated the settlement of IP cases pending before the BLA and Office of the Director General of the IPO.

As legal counsel in litigation cases pending before the IPO and various courts, also encouraged clients to undergo mediation and have successfully assisted in the negotiation, execution and implementation of amicable settlement agreements.

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**MEDIATION EXPERIENCE**

**SUMMARY TABLE**

Type	Administering Institution		Role			
	Name	Number of Mediations	Mediator		Counsel	
International Mediations						
	Ad Hoc					
	Others					
<b>Number of Cases :</b>						
<b>Sub-Total</b>						
Domestic Mediations	Intellectual Property Office	28 (from 2011-2014)	X			
		10 (from 2011-2014)			X	
	Court Annexed	8 (from 2010-2014)			X	
	Ad Hoc					
<b>Number of Cases</b>						
<b>Sub-total</b>		46				
<b>TOTAL</b>		46				