

Guy Pessach (Mr.)

Director

IP for Business Division (IPBD)

IP and Innovation Ecosystems Sector (IES)

World Intellectual Property Organization (WIPO)

Mr. Guy Pessach is the Director, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector (IES), World Intellectual Property Organization (WIPO).

Prior to joining WIPO, Guy was a Law Professor at the Faculty of Law, Hebrew University of Jerusalem, specializing in Intellectual Property, Law & Technology and the Creative Industries. Guy was a Fulbright Scholar, Residential Fellow at the Information Society Project, Yale Law School; a Visiting Professor at Columbia Law School, City University Hong Kong, UBC and the Center for Transnational Legal Studies, Georgetown University Law School and also an Erasmus Mundus, Visiting Scholar at the Center for Law, Society and Popular Culture, University of Westminster.

Prior to his academic career, Guy clerked for Justice Zamir at the Israeli Supreme Court and has worked at the Economic Department of the Israeli State Attorney's Office; The Israeli Antitrust Authority; the Bank of Israel and as a private legal counsel, in the area of Intellectual Property, including counselling to technology transfer offices, startups, technology and media companies.

[Brief Outline of Presentation]

The new Interactive Digital Stories initiative is conceived as a business friendly tool to facilitate the awareness and use of the IP system by entrepreneurs and enterprises, so that IP becomes a core part of a business strategy. As an educational resource, the series aims to foster learning in formal and informal spaces, especially as WIPO continues to do outreach via online platforms. The series begins with the first story on the PlayStation Console as launched in 1994. Using short narratives combining images, sounds, and text in a multimedia computer-based platform, the story begins with how Ken Kutaragi entered the video game industry and laid the foundation for the PlayStation console, today known as one of the most successful innovations of the 20th century, capturing the hearts of all generations. The PlayStation story takes the reader from 1988 to its launch in Japan, exploring how Sony Interactive Entertainment (SIE) managed the creation of the console with global partners across several jurisdictions. Like the PlayStation story, all stories in the series will recount the company's strategic decision-making processes that allowed it to achieve success with its product in the market.

ガイ・ペサー

世界知的所有権機関（WIPO）

知財ビジネス部門及び知財イノベーション・エコシステム部門

ディレクター

WIPO 着任以前は、知的財産、法律・技術及びクリエイティブ産業を専門として、ヘブライ大学法学部教授を務める。フルブライト・スカラーであり、イエール・ロー・スクール情報社会プロジェクトのレジデンシャル・フェロー。また、エラスムス・ムンドゥスプログラムを修了。コロンビア大学ロー・スクール、香港城市大学、ブリティッシュコロンビア大学、ジョージタウン大学多国間法務研究センター、ウェストミンスター大学の法律・社会・ポップカルチャー研究センターの客員教授。

その他、イスラエル最高裁判所にて、裁判官専属調査官として従事した他、イスラエル検察庁経済部門、イスラエル取引制限庁、イスラエル銀行にて勤務。また、技術移転部門、スタートアップ、テック企業、メディア企業を対象に、知財分野の法務アドバイザーを務める。

【講演概要】

WIPO 知財ビジネス部門は企業の知財活用による可能性を最大限に引き出すためのツールやサービスを提供しています。中小企業や各国の中小企業支援機関・仲介機関と協力し、発明者による特許取得や特許専門家の育成を含む、イノベーションのエコシステムの構築を目的とします。本セッションでは、知財権がどの様にビジネスにおける重要な財産となり、どの様に WIPO のツールやサービスを通して知財戦略を強化できるかを紹介します。