



NATIONAL INSTITUTE OF INDUSTRIAL
PROPERTY



INTELLECTUAL PROPERTY TEAM
TOULOUSE



WIPO/RS/IP/FR/15/INF/1/PROV 3
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ROVING SEMINAR

WIPO Services and Initiatives

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the National Institute of Industrial Property (INPI) and Law and Business Center – Intellectual
Property Team Toulouse (CDA - EPITOUL)

Toulouse, France, June 12, 2015

PROVISIONAL PROGRAM

prepared by the Secretariat

June 12, 2015

9.00 a.m. – 9.30 a.m. Registration and Welcome Coffee

9.30 a.m. – 10.00 a.m. **OPENING SESSION**

Welcome Addresses by:

- Mr. Alain Souchard, Regional Delegate, National Institute of Industrial Property (INPI), Midi Pyrénées, Toulouse, France
- Mr. Jacques Larrieu, Professor of Private Law, University Toulouse 1 Capitole – Intellectual Property Team Toulouse (CDA - EPITOUL), France
- Mr. Christophe Mazenc, Director, Global Databases Service, Global Infrastructure Sector (GIS), World Intellectual Property Organization, (WIPO)
- Ms. Agnès Paillard, President of the Board Meeting, INPI, Toulouse, France (

10.00 a.m. – 10.15 a.m. **Topic 1: Introduction to WIPO
Development of the International Legal Framework –
Major Intellectual Property Economic Studies**

Speaker: Mr. Victor Vázquez López, Head, Section for Coordination of Developed Countries, Department for Transition and Developed Countries, WIPO

10.15 a.m. – 10.35 a.m. **Topic 2: The Patent Cooperation Treaty (PCT) –
Introduction and Future Developments**

Speaker: Ms. Christine Bonvallet, Senior Legal Officer, PCT Legal Affairs Section, PCT Legal Division, Patent and Technology Sector (PTS), WIPO

10.35 a.m. – 10.55 a.m. Coffee Break

10.55 a.m. – 11.10 a.m. **Global Patenting Strategy and the PCT**

Speaker: Mr. Alain Souchard, INPI

11.10 a.m. – 11.30 a.m. **Panel Discussion**

Moderator: Mr. Alain Souchard, INPI

Panelists: Mr. Pierick Rousseau, Director, Intellectual Property, Pierre Fabre Laboratories, Toulouse, France

Mr. Jan-Luc Hartmann, Industrial Property Attorney,
Plasseraud, Toulouse, France

Mr. Pascal Gaudillere, Senior Legal Adviser, Airbus, Toulouse,
France

Mr. Didier Lapierre, Head, Valuation and Technology
Transfer, National Space Studies Center (CNES), Toulouse,
France

Ms. Christine Bonvallet, WIPO

11.30 a.m. – 12.00 a.m. **Topic 3: Practical Tips on Alternative Dispute Resolution**

Speaker: Mr. Victor Vázquez López, WIPO

Mr. Jacques Larrieu, University Toulouse 1 Capitole

12.00 a.m. – 12.20 p.m. **Topic 4: Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy**

Speaker: Mr. Christophe Mazenc, WIPO

12.20 p.m. – 12.45 p.m.

Panel Discussion: The Value of WIPO Database Services for IP Globalization

Moderator: Mr. Christophe Mazenc, WIPO

Panelists: M. Pierick Rousseau, Pierre Fabre Laboratories

Mr. Ghislain Demonda, Patent Engineer, Plasseraud,
Toulouse, France

12.45 p.m. – 2.15 p.m. Lunch

2.15 p.m. – 2.35 p.m. **Topic 5: Global Intellectual Property Systems**

**(a) The Madrid System for the International
Registration of Marks**

Speaker: Mr. Diego Carrasco Pradas, Deputy Director, Legal Division,
Madrid Registry, Brands and Designs Sector (BDS), WIPO

2.35 a.m. – 2.45 p.m.

Global Intellectual Property Systems

**(b) Lisbon Agreement for the Protection of
Appellations of Origin and their International
Registration**

Speaker: Mr. Diego Carrasco Pradas, WIPO

2.45 a.m. – 2.55 p.m.

**(c) The Hague System for the International Registration of
Industrial Designs**

Speaker: Mr. Diego Carrasco Pradas, WIPO

2.55 a.m. – 3.10 p.m.

Global brand strategy and Lisbon Agreement

Moderator: Mr. Jean-Pierre Clavier, University Professor, University of
Nantes, France

3.10 a.m. – 3.30 p.m.

Panel Discussion

Moderator: Mr. Jean-Pierre Clavier, University of Nantes, France

Panelists: Ms. Audrey Aubard, Aubard Consulting, Counsellor,
Appellation of Origin (AO) / Geographical Indication (GI),
Aubard Consulting, Bordeaux, France

Ms. Alexandra Mendoza-Caminade, Lecturer,
Capitol University, Toulouse, France

Mr. Nicolas Morvilliers, Lawyer at the Bar of Toulouse, France

Ms; Bérangère Boyer, Legal Director, Nutrition & Santé, Revel,
France

Mr. Diego Carrasco Pradas, WIPO

3.30 p.m. – 3.50 p.m.

Questions and Answers

3.50 p.m. – 4.05 p.m.

CLOSING SESSION

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