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**WIPO Seminars Series: Doing Business Internationally**

organized by

the World Intellectual Property Organization (WIPO)

and

IP Australia

**Perth, August 20, 2013,**

**Melbourne, August 22, 2013 and**

**Sydney, August 23, 2013**

Program

*prepared by the international Bureau of WIPO*

Perth, Tuesday August, 20, 2013

Host – Mr. Philip Noonan, Director General, IP Australia

Melbourne, Wednesday August 22, 2013

Host – Ms. Celia Poole, General Manager, Trade Marks and Designs, IP Australia

Sydney, Thursday August, 23, 2013

Host – Mr. Victor Portelli, General Manger, Patents and Plant Breeders rights Group, IP Australia

08.00 – 08.05 Opening Session

08.05 – 08.25 **Topic 1 WIPO – Programs and Services for Business:**

* **Global Databases: Patentscope, Global Brands Databases**
* **Global Infrastructure: WIPO Case for Global Dossier, Industrial Property Automation System, Digital Access Service**
* **WIPO Reference (WIPO Lex)**

Speaker: Mr. Yo Takagi, Assistant Director General, Global Infrastructure Sector, WIPO, Geneva

08.25 – 08.50 **Topic 2** **Patents:**

* **Patent Cooperation treaty (PCT): Latest Developments**
* **World Intellectual Property Report: The Changing Face of Innovation**
* **The Global Innovation Index 2013: The Local Dynamics of Innovation**

Speaker: Mr. Matthew Bryan, Director, PCT Legal Division, Innovation and Technology Sector, WIPO, Geneva

08.50 – 09.15 **Topic 3** **Trade Marks:**

* **Using the Madrid System to the Best Advantage – Latest Developments**
* **Madrid Online Services**

Speaker: Speaker: Mr. Neil Wilson, Director, Functional Support Division, Brands and Designs Sector, WIPO, Geneva

09.15 – 09.40 **Topic 4 WIPO Arbitration and Mediation:**

* **WIPO Alternative Dispute Resolution: What’s in it for Australian Business and IP Rights Holders?**

Speaker: Mr. Erik Wilbers, Director, WIPO Arbitration and Mediation Center, Global Issues Sector, WIPO, Geneva

09.40 Questions

10.00 Closing Session

10.15 One-on-One private sessions with speakers

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