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| **national seminar** |
| WIPO/IP/DE/14/inf/1.prov  |
| ORIGINAL: english |
| DATE: june 2014 |

**WIPO Services and Initiatives**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the German Patent and Trade Mark Office (DPMA)

**Munich, Germany, July 1, 2014**

Provisional Program

*prepared by the Secretariat of WIPO and the DPMA*

Kindly supported by:

Tuesday, July 1, 2014

09.30 a.m. – 10.00 a.m. **REGISTRATION**

10.00 a.m. – 10.20 a.m. **Opening Session**

Welcome addresses by:

- Ms. Cornelia Rudloff-Schäffer, President German Patent and Trade Mark Office (DPMA), Munich

- Mr. Christian Wichard, Deputy Director General, Global Challenges Sector, World Intellectual Property Organization (WIPO), Geneva

 **SESSION I**

10.20 a.m. – 10.50 a.m. Topic 1: Introduction to WIPO

Development of the International Legal Framework

Major Intellectual Property Economic Studies

 Speaker: Mr. Christian Wichard, Deputy Director General, Global Challenges Sector, WIPO

10.50 a.m. – 11.20 a.m. Topic 2: The Patent Cooperation Treaty (PCT)

 Introduction and Future Developments

 Speaker: Mr. Matthias Reischle, Deputy Director, PCT Legal Division, Innovation and Technology Sector (ITS), WIPO

11.20 a.m. – 11.50 p.m. Topic 3: Global IP Systems

The Madrid System for the International Registration of

Marks

The Hague System for the International Registration of

Industrial Designs

The Lisbon System for the International Registration of

Appellations of Origin

 Speaker: Ms. Debbie Roenning, Director, Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

11.50 a.m. – 12.10 p.m. Topic 4: The DPMA as WIPO’s cooperation partner and service provider for the users of the IP system

Speaker: Mr. Hubert Rothe, Head of Division Information Services for the Public, DPMA

12.10 p.m. – 12.40 p.m. Topic 5: WIPO Services: Perspectives from German Users

Speaker: Dr. Christof Keussen, Patent attorney, Vice President, German Chamber of Patent Attorneys, Hamburg

12.40 p.m. – 1.40 p.m. Lunch Break

 **SESSION II**

1.40 p.m. – 2.10 p.m.Topic 6: WIPO Arbitration and Mediation

Alternative Dispute Resolution

Speaker: Mr. Christian Wichard, Deputy Director General, Global Challenges Sector, WIPO

2.10 p.m. – 2.40 p.m. Topic 7: Global Databases for IP

Platforms and Tools for the Connected Knowledge Economy

Speaker: Mr. Christophe Mazenc, Head, Global Databases Service, Global Infrastructure Sector, WIPO

2.40 p.m. – 3.10 p.m. Coffee break

3.10 p.m. – 3.40 p.m. Topic 8: Patent-based analysis for competitive intelligence

 Free of charge opportunities with PATENTSCOPE (WIPO)

 Speaker: Mr. Bruno Götz, Head of Division Patents and Standards, TÜV Rheinland Consulting GmbH, Patent Centre Nuremberg

3.40 p.m. – 4.45 p.m. **PLENARY DISCUSSION**

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