



---

## 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**

[End of document]