



PORTUGUESE INSTITUTE OF INDUSTRIAL PROPERTY (INPI)



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## SEMINAR

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**WIPO/IP/PT/14/INF/2 PROV.  
ORIGINAL: ENGLISH  
DATE: MARCH 10, 2014**

## WIPO Services and Initiatives

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Portuguese Institute of Industrial Property (INPI)

**Porto, Portugal, May 8, 2014**

PROVISIONAL PROGRAM

*prepared by the Secretariat of WIPO*

Thursday, May 8, 2014

10 a.m. – 10.20 a.m. **OPENING SESSION**

Welcome addresses by:

- Mr. Aníba Campos, President, Association of the Portuguese Metallurgical, Mechanical, Engineering and Similar Industrial Companies (AIMMAP),
- Mrs. Maria Leonor Trindade, President, Portuguese Institute of Industrial Property (INPI),
- Mr. Claus Matthes, Director, PCT Business Development Division, Innovation and Technology Sector (ITS), World Intellectual Property Organization (WIPO)

10.20 a.m. – 10.50 a.m. **SESSION I**

Topic 1: Introduction to WIPO  
Development of the International Legal Framework  
Major Intellectual Property Economic Studies

Speaker: Mr. Víctor Vázquez López, Head, Section for Coordination of Developed Countries, Department for Transition and Developed Countries (TDC), WIPO

10.50 a.m. – 11.30 a.m. Topic 2: The Patent Cooperation Treaty (PCT) – Introduction and Future Developments

Speaker: Mr. Claus Matthes

11.30 a.m. – 12.00 p.m. Coffee Break

12.00 p.m. – 12.40 p.m. Topic 3: Global Intellectual Property Systems:

- (a) The Madrid System for the International Registration of Marks
- (b) The Hague System for the International Registration of Industrial Designs
- (c) The Lisbon System for Appellations of Origin

Speaker: Mrs. Asta Valdimarsdottir, Director, Operations Division, Madrid Registry, Brands and Designs Sector (BDS), WIPO

12.40 p.m. – 2.00 p.m. Lunch Break

- 2.00 p.m. – 2.40 p.m.      **SESSION II**
- Topic 4:    WIPO Arbitration and Mediation: Alternative Dispute Resolution
- Speakers: Mr. Víctor Vázquez López
- Ms. Joana Gouveia, Chairman of the Board, Arbitration Center for Industrial Property, Domain Names, Trade Names and Corporate Names (ARBITRARE), Lisbon
- 2.40 p.m. – 3.20 p.m.      Topic 5:    Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy
- Speaker:    Mr. Glenn Mac Stravic, Head, Brand Database Section, Global Database Service, Global Infrastructure Sector (GIS), WIPO
- 3.20 p.m. – 3.50 p.m.      Coffee break
- 3.50 p.m. – 4.30 p.m.      **WIPO Services: A Perspective from Portuguese Users**
- Speakers: Representative of the Association of Portuguese Metallurgical, Mechanical, Engineering and Similar Industrial Companies (AIMMAP),  
Representative of the Portuguese Association of Intellectual Property Attorneys (ACPI)
- 4.30 p.m. – 5.00 p.m.      Questions and Answers
- 5.00 p.m. – 5.10 p.m.      **CLOSING SESSION**

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