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| **SEMINAR** |
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| DATE:  November 20, 2013 |

**SEMINAR ON WIPO SERVICES AND INITIATIVES**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Icelandic Patent Office (ELS)

**Reykjavik, November 22, 2013**

PROVISIONAL program

*prepared by the Secretariat*

**Friday, November 22, 2013 at the Hilton Reykjavik Nordica Hotel**

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| 8.30 – 8.40 | OPENING CEREMONY |
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|  | Welcome addresses by: Ms. Borghildur Erlingsdóttir, Director General, Icelandic Patent Office (ELS), Reykjavik |
|  | Mrs. Ásta Valdimarsdóttir, Director, Operations Service, Madrid Registry, Brands and Designs Sector (BDS), WIPO |
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| 8.40 – 9.00 | Special addresses by:Mr. Einar Karl Friðriksson, European Patent Attorney, Árnason Faktor, ReykjavikMr. Magnús Haukur Magnússon, Supreme Court Attorney, Sigurjónsson & Thor ehf., Reykjavik |
| 9.00 – 9.20 | **Topic 1** | **Introduction to WIPO:****Development of the International Legal Framework Major Intellectual Property (IP) Economic Studies**  |
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|  |  | Speaker: Mr. Víctor Vázquez, Head, Section for Coordination of Developed Countries, Department for Transition and Developed Countries (TDC), WIPO |
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| 9.20 – 10.00 | **Topic 2** | **Global IP Systems – Future and Recent Developments in the Patent Cooperation Treaty (PCT)** |
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|  |  | Speaker: Mr. Matthew Bryan, Director, PCT Legal Division, Innovation and Technology Sector, WIPO |
| 10.00 – 10.20 | Coffee break |  |
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| 10.20 – 11.00 | **Topic 3** | **Madrid System for the International Registration of Marks****The Hague System for the International Registration of Industrial Designs** |
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|  |  | Speaker: Mrs. Ásta Valdimarsdóttir |
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| 11.00 – 11.20 | **Topic 4** | **WIPO Arbitration and Mediation:** **Alternative Dispute Resolution** |
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|  |  | Speaker: Mr. Víctor Vázquez |
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| 11.20 – 11.50 | **Topic 5** | **Global Databases for Intellectual Property****Platforms and Tools for the Connected Knowledge Economy** |
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|  |  | Speaker: Mr. Matthew Bryan |
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| 11.50 – 12.20 | **Topic 6** | **Relation between the Icelandic Patent Office and the World Intellectual Property Organization** |
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|  |  | Speaker: Ms. Ásdís Kristmundsdóttir, Head, Trademarks and Designs, Icelandic Patent Office, Reykjavik |
| 12.20 – 12.50 |  | Questions and Answers |
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| 12.50 – 13.00 | CLOSING CEREMONY |
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 Lunch

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