



ITALIAN PATENT AND TRADEMARK OFFICE (UIBM)  
DIRECTORATE GENERAL OF COMBATING COUNTERFEITING  
MINISTRY OF ECONOMIC DEVELOPMENT



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## **WIPO Services and Initiatives**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Italian Patent and Trademarks Office (UIBM)

**Unioncamere (Sala Longhi), Rome, Italy, May 6, 2014**

PROVISIONAL PROGRAM

*prepared by the Secretariat of WIPO*

Tuesday, May 6, 2014

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

Welcome addresses by:

- Ms. Loredana Gulino, Director, Directorate General for the Fight against Counterfeiting, - Italian Patent and Trademark Office (UIBM), Roma
- Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector (GIS), 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:    Mrs. Francesca Toso, Senior Advisor, Special Projects  
Division, Department for Africa and Special Projects,  
Development Sector, WIPO
- 10.50 a.m. – 11.30 a.m.    Topic 2:    The Patent Cooperation Treaty (PCT) –  
Introduction and Future Developments
- Speaker:    Mr. Matthew Bryan, Director, PCT Legal Division,  
Innovation and Technology Sector (ITS), WIPO
- 11.30 a.m. – 12.00 p.m.    Topic 3:    The importance of Intellectual Property (IP) to Innovation  
and Success
- Speaker:    Mr. Daniele Lingua, Director in charge of IP, Ferrero  
Group - S.P.A, Alba
- 12.00 p.m. – 12.40 p.m.    Topic 4:    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:    Mr. Neil Wilson, Director, Registries Support Division,  
Brands and Designs Sector (BDS), WIPO
- 12.40 p.m. – 2.00 p.m.    Lunch Break

**SESSION II**

2.00 p.m. – 2.30 p.m. Topic 5: WIPO Arbitration and Mediation: Alternative Dispute Resolution

Speaker: Mr. Matthew Bryan

2.30 p.m. – 3.10 p.m. Topic 6: Global Databases for IP Platforms and Tools for the Connected Knowledge Economy

Speaker: Mr. Yoshiyuki Takagi

3.10 p.m. – 3.45 p.m. Coffee break

3.45 p.m. – 4.15 p.m. Topic 7: Relations between IUBM and WIPO

Speaker: Ms. Stefania Benincasa, Head, Division XIII, IUBM

4.15 p.m. – 4.45 p.m. Questions and Answers

4.45 p.m. – 5.00 p.m. **CLOSING SESSION**

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