



CHAMBER OF COMMERCE
INDUSTRY HANDICRAFT AND
AGRICULTURE OF BOLOGNA



ROVING SEMINAR

WIPO/IP/RS/IT/16/INF/1/PROV.9
ORIGINAL: ENGLISH
DATE: SEPTEMBER 16, 2016

WIPO Services and Initiatives

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Directorate General for the fight against Counterfeiting- Italian Patent and Trademark Office (UIBM), Ministry of Economic Development, Italy

with the support of
The Chamber of Commerce, Industry, Handicraft and Agriculture of Bologna

Oratorio San Filippo Neri, Via Manzoni 5, Bologna, Italy, October 19, 2016

PROVISIONAL PROGRAM

Prepared by the Secretariat

Wednesday, October 19, 2016

9.00 a.m. – 9.45 a.m. Registration and Welcome Coffee

9.45 a.m. – 10.00 a.m. **OPENING SESSION**

Welcome Addresses by:

- Ms. Simona Marzetti, Head of Unit IV, Directorate General for the fight against Counterfeiting (DGLC) – Italian Patent and Trademark Office (UIBM), Ministry of Economic Development
- Mr. Giorgio Tabellini, President, Bologna Chamber of Commerce
- Ms. Asta Valdimarsdottir, Director, Operations Division, Madrid Registry, Brands and Designs Sector (BDS), WIPO

10.00 a.m. – 10.15 a.m. **The importance of Intellectual Property to Innovation and Success**

Speaker: Mr. Paul Malsteff, DATALOGIC S.p.A, Bologna

10.15 a.m. – 10.35 a.m. **Topic 1: Introduction to WIPO
Development of the International Legal Framework
Major Intellectual Property Economic Studies**

Speaker: Ms. Francesca Toso, Senior Advisor, Development Sector, WIPO

10.35 a.m. – 11.05 a.m. **Topic 2: The Patent Cooperation Treaty (PCT) –
Introduction and Future Developments**

Speaker: Ms. Christine Bonvallet, Senior Legal Officer, PCT Legal Division, WIPO

11.05 a.m. – 11.25 a.m. **The PCT – The actual practice (questions,
experiences, discussion)**

Speaker: Ing. Filippo Santi, Barzanò & Zanardo Roma S.p.A., Rome, Italy

11.25 a.m. – 11.45 a.m. **Open Discussion**

Panelists: Ms. Christine Bonvallet, WIPO
Ing. Filippo Santi, Barzanò & Zanardo Roma S.p.A.,

Questions and Answers

11.45 a.m. – 12.00 p.m. Coffee break

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- 12.00 a.m. – 12.30 p.m. **Topic 3: Global Intellectual Property System:
The Madrid System for the International Registration
of Marks
The Hague System for the International Registration
of Designs**
- Speaker: Ms. Asta Valdimarsdottir, WIPO
- 12.30 p.m. – 12.45 p.m. **Madrid and The Hague – The actual practice
(questions, experiences, discussion)**
- Speaker: Ms. Nadia Adani, Bugnion SpA, Modena, Italy
- 12.45 p.m. – 1.05 p.m. **Open Discussion**
- Panelists: Ms. Asta Valdimarsdottir, WIPO
Ms. Nadia Adani, Bugnion SpA, Modena
- Questions and Answers
- 1.05 p.m. – 2.00 p.m. Lunch and Networking
- 2.00 p.m. – 2.30 p.m. **Topic 4: Global Databases for Intellectual Property
Platforms and Tools for the Connected Knowledge
Economy**
- Speakers: Mr. Christophe Mazenc, Director, Global Databases
Division, Global Infrastructure Sector (GIS), WIPO
Mr. Guido Moradei, Quaestio - Patent Information
Partners srl
- 2.30 p.m. – 2.50 p.m. **Open Discussion: The Value of WIPO Database Services for IP
Globalization**
- Panelist: Mr. Christophe Mazenc, WIPO
- Questions and Answers
- 2.50 p.m. – 3.25 p.m. **Topic 5: Practical Tips on Alternative Dispute Resolution**
- Speaker: Mr. Luca Barbero, Partner, Studio Barbero, Turin, Italy

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3.25 p.m. – 3.45 p.m. **Topic 6: Cooperation between DGLC-UIBM and WIPO**

Speakers: Ms. Simona Marzetti, DGLC-UIBM
Ms. Loredana Guglielmetti, Head of Unit VII, DGLC-UIBM

3.45 p.m. – 4.00 p.m. **CLOSING SESSION**

Speaker: Ms. Francesca Toso, WIPO

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