



THE SWEDISH PATENT AND REGISTRATION OFFICE



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## **SEMINAR**

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## **WIPO Services and Initiatives**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Swedish Patent and Registration Office (PRV)

**Lund, Sweden, March 14, 2014**

PROVISIONAL PROGRAM

*prepared by the Secretariat of WIPO*

Friday, March 14, 2014

9.30 a.m. – 10.00 a.m. Coffee Break

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

Welcome addresses by:

- Mrs. Susanne Ås Sivborg, Director General, Swedish Patent and Registration Office (PRV), Stockholm
- Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector (GIS), 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 Lopez, Head, Section for Coordination of Developed Countries, Department for Transition and Developed Countries (TDC), WIPO

10.50 a.m. – 11.20 a.m. Topic 2: Relations between the Swedish Patent Office (PRV) and the World Intellectual Property Organization (WIPO)

Speaker: Mrs. Susanne Ås Sivborg

11.20 a.m. – 12.00 a.m. Topic 3: The Patent Cooperation Treaty (PCT) – Introduction and Future Developments

Speaker: Mr. Matthew Bryan, Director, PCT Legal Division, Innovation and Technology Sector (ITS), WIPO

12.00 p.m. – 1 p.m. Lunch Break

1 p.m. – 1.40 p.m. **SESSION II**

Topic 4: 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

Speaker: Mrs. Debbie Rønning, Director, Legal Division, Madrid  
Registry, WIPO Brands and Designs Sector (BDS),  
WIPO

1.40 p.m. – 2.20 p.m.

Topic 5: Global Databases for Intellectual Property  
Platforms and Tools for the Connected Knowledge  
Economy

Speaker: Mr. Yoshiyuki Takagi

2.20 p.m. – 2.35 p.m.

Coffee Break

2.35 p.m. – 3.05 p.m.

Topic 6: WIPO Arbitration and Mediation: Alternative  
Dispute Resolution

Speaker: Mr. Matthew Bryan

3.05 p.m. – 4.25 p.m.

Questions and Answers

4.25 p.m. – 4.30 p.m.

**CLOSING SESSION**

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