



Ministerio
de Industria,
Energía y Minería



NATIONAL WORKSHOP

WIPO/IPR/MVD/23/INF/1
ORIGINAL: ENGLISH
DATE: MARCH 6, 2023

National Workshop on Intellectual Property and Mobile Applications: Business and Legal Issues

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ministry of Industry, Energy and Mining of Uruguay (DNPI)

Montevideo, Uruguay, March 9 to 10, 2023

Thursday, March 9, 2023

Zoom Platform

<https://us02web.zoom.us/j/87279795868?pwd=VzBrNHd2Vy9Odkhac0o5cGRCVlllZz09>

Meeting ID: 872 7979 5868

Passcode: 370439

Friday, March 10, 2023

Zoom Platform

<https://us02web.zoom.us/j/85678224088?pwd=am8waXFzb1Y2Z3FqaFFpWUV1K1haUT09>

Meeting ID: 856 7822 4088

Passcode: 784155

PROGRAM

prepared by the International Bureau of WIPO

Thursday, March 9, 2023 (all times are Uruguay Standard Time (UYT))

9.00 – 9.30	Official launch of the Project	<p>Mr. Walter Verri, Deputy Minister of Industry, Energy and Mining, Montevideo</p> <p>Mr. Dimiter Gantchev, Deputy Director and Senior Manager, Information and Digital Outreach Division, Copyright and Creative Industries Sector, World Intellectual Property Organization (WIPO), Geneva</p> <p>Ms. Celeste Elhordoy, Head of International Affairs and Cooperation, Ministry of Industry, Energy and Mining (DNPI), Montevideo</p>
9.30 – 9.45		<i>Break and Press releases</i>
9.45 – 10.00	Opening	<p>Welcome remarks by: Mr. Dimiter Gantchev</p> <p>Mr. Santiago Martínez, Technical Director, National Directorate of Industrial Property, Ministry of Industry, Energy and Mining (DNPI), Montevideo</p>
10.00 – 11.00	Topic 1:	<p>Mobile Apps and the Creative Industries Ecosystem – the Role of Copyright as a Driver of Economic Growth</p> <p>Speakers: Mr. Dimiter Gantchev</p> <p>Mr. Ronald Pais, Vice-President, Copyright Council, Montevideo</p>
11.00 – 11.15		<i>Coffee Break</i>
11.15 – 12.00	Topic 2:	<p>The Global Mobile App Industry – Performance and Trends</p> <p>Speakers: Ms. Priya Nair, Intellectual Property Policy Counsel, ACT The App Association, Washington, D.C.</p> <p>Mr. Omar Saadoun, Co-Founder and Chief Executive Officer, Uruguayan Chamber of Information Technologies (CUTI), Montevideo</p>
12.00 – 13.00	Topic 3:	<p>Intellectual Property Forms of Protection Relevant for Mobile Apps</p> <p>Speakers: Professor Noam Shemtov, Professor in IP and Technology Law, Centre for Commercial Law Studies, Queen Mary University, London</p>

Mr. Javier Berdaguer, Partner, Guyer & Regules,
Montevideo

13.00 – 14.15

Lunch Break

14.15 – 15.00

Topic 4:

Developing Apps – A Developers Perspective

Speakers:

Mr. Diego Mazzone, Chief Executive Officer and
Founder, Houlak, Montevideo

Mr. Bernardo Firpo, Founder, Voy en Taxi.
Professor, Computer Technology, Technological
University of Uruguay (UTEC), Montevideo

15.00 – 15.30

Coffee Break

15.30 – 16.30

Topic 5:

Pre-launch Protection at the Development of the
App, Protecting Code and Architecture

Speaker:

Professor Noam Shemtov

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9.00 – 10.15	Topic 6:	User Experience – Protecting Interfaces and Functionality
	Speakers:	Mr. Fábio Luiz Barboza Pereira, Commercial Law Practitioner, Veirano Advogados, São Paulo, Brazil Mr. Diego Mazzone Ms. Lylian Massarino, Legal Advisor, Personal Data Regulatory and Control Unit (URCDP), Agency for the Electronic Government and Information and Knowledge Society (AGESIC), Montevideo
10.15 – 10.30		<i>Coffee Break</i>
10.30 – 11.30	Topic 7:	Business Applications – IP Aspects in Commercial Contracts
	Speakers:	Mr. Fábio Luiz Barboza Pereira Ms. Maria Balsa Cadenas, Chief Executive Officer, Contratos Digitales, Montevideo
	Moderator:	Ms. Omaira Rodríguez, Creative Industries Specialist, Uruguay XXI, Montevideo
11.30 – 12.00	Topic 8:	Ensuring IP Protection for Apps and Alternative Dispute Resolution for Mobile Disputes
	Speaker:	Mr. Leandro Toscano, Head, Business Development Unit, IP Disputes and External Relations Division, WIPO Arbitration and Mediation Center, WIPO, Geneva
12.00 – 13.30		<i>Lunch Break</i>
13.30 – 14.15	Topic 9:	Protecting the Interests of App Developers and Distributors: the Role of Professional Associations, Best Practices
	Speakers:	Mr. Brian Scarpelli, Senior Global Policy Counsel, ACT The App Association, Washington, D.C. Mr. Martín Bueno Carlone, Partner, Vargas Abogados, Montevideo
14.15 – 14.30		<i>Coffee Break</i>

14.30 – 16.30	Topic 10	App Development in Uruguay: State of Play and Challenges – Panel Discussion
		Mr. Gabriel Díaz Zolorzalo, Government Relations Manager, Mercado Libre, Buenos Aires
		Mr. Guillermo Varela, President, Chamber of the Digital Economy of Uruguay (CEDU), Montevideo
		Mr. Bernardo Firpo
	Moderator:	Mr. Néstor Mendez, Advisor, National Directorate of Industrial Property, Ministry of Industry, Energy and Mining (DNPI), Montevideo
16.30 – 16.45	Closing remarks by:	Ms. Celeste Elhordoy
		Mr. Dimiter Gantchev

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