



JAPAN PATENT OFFICE



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## SEMINAR

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**WIPO/RS/IP/JP/14/INF/2/PROV.  
ORIGINAL: ENGLISH  
DATE: OCTOBER 28, 2014**

## Global Intellectual Property Strategy and WIPO Services

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Japan Patent Office (JPO)

**Tokyo, December 1, 2014**

PROVISIONAL PROGRAM

*Prepared by the secretariat*

supported by:



Japan Intellectual Property Association (JIPA)

Monday, December 1, 2014

9.00 a.m. – 9.45 a.m. Registration

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

Welcome addresses by:

- Mr. Hitoshi Ito, Commissioner, Japan Patent Office (JPO)
- Mr. Michiyoshi Mazuka, Chairperson, Japan Intellectual Property Association (JIPA), (FUJITSU LIMITED)
- Mr. Yo Takagi, Assistant Director General, Global Infrastructure Sector, World Intellectual Property Organization (WIPO), Geneva

10.00 a.m. – 10.20 a.m. **Topic 1:** Introduction to WIPO  
Development of the International Legal Framework  
Major Intellectual Property Economic Studies

Speaker: Mr. Christopher Ruggiero, Senior Legal Officer, Section for the Coordination of Developed Countries (SCDC), WIPO

10.20 a.m. – 10.40 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, WIPO

10.40 a.m. – 10.55 a.m. Global Patenting Strategy and the PCT:

Speaker: Mr. Kenji Kumakiri, Chairperson, International Affairs Committee, JIPA, (Hitachi, Ltd.)

10.55 a.m. – 11.15 a.m.: Panel discussion:

Moderator: Mr. Kazuo Hoshino, Director, Policy Planning and Research, Customer Relations Policy Division, Trademark and Customer Relations Department, JPO

Panelists: Mr. Kenji Kumakiri, JIPA

Mr. Matthew Bryan, WIPO

11.15 a.m. – 11.35 a.m. Coffee break

11.35 a.m. – 11.55 a.m. **Topic 3:** Global Intellectual Property Systems:

(a) The Madrid System for the International  
Registration of Marks

Speaker: Ms. Debbie Roenning, Director, Legal Division, Madrid  
Registry, Brands and Designs Sector, WIPO

11.55 a.m. – 12.10 a.m. Global Intellectual Property Systems:

(b) The Hague System for the International  
Registration of Industrial Designs

Speaker: Mr. Grégoire Bisson, Director, The Hague Registry,  
Brands and Designs Sector, WIPO

12.10 p.m. – 12.25 p.m. Global Branding Strategy and the Madrid System:

Speaker: Mr. Junichi Honda, Vice Chairperson, Trademark  
Committee, JIPA, (Otsuka Pharmaceutical Co., Ltd.)

12.25 p.m. – 12.45 p.m. Panel Discussion:

Moderator: Mr. Naohito Kaneko, Director, Trademark Policy Planning  
Office, Trademark Division, Trademark and Customer  
Relations Department, JPO

Panelists: Mr. Junichi Honda, JIPA

Ms. Debbie Roenning, WIPO

12.45 p.m. – 1.45 p.m.: Lunch and Networking

1.45 p.m. – 2.05 p.m. **Topic 4:** Global Databases for Intellectual Property Platforms and  
Tools for the Connected Knowledge Economy

Speaker: Mr. Yo Takagi, WIPO

2.05 p.m. – 2.25 p.m. Panel Discussion: The Value of WIPO Database Services for IP  
Globalization

Moderator: Mr. Yuichiro Nakaya, Director, International Affairs,  
Information Technology Planning Office, Policy Planning  
and Coordination Department, JPO

Panelists: Mr. Hiroshi Obata, Chairperson, Information Search  
Committee, JIPA, (Suntory Holdings Ltd.)

Mr. Yo Takagi, WIPO

2.25 p.m. – 2.55 p.m. **Topic 5:** Practical Tips on Alternative Dispute Resolution

Speakers: Mr. Matthew Bryan, WIPO

Mr. Teruo Kato, MCI Arb Solicitor, England & Wales,  
WIPO Neutral, Takeda & Hasegawa

2.55 p.m. – 3.15 p.m. **Topic 6:** Japanese Government Policy for IP Globalization and  
Cooperation with WIPO

Speaker: Masaru Takahashi, Deputy Counsellor, Secretariat of  
Intellectual Property Strategy Headquarters

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

Questions and Answers

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