

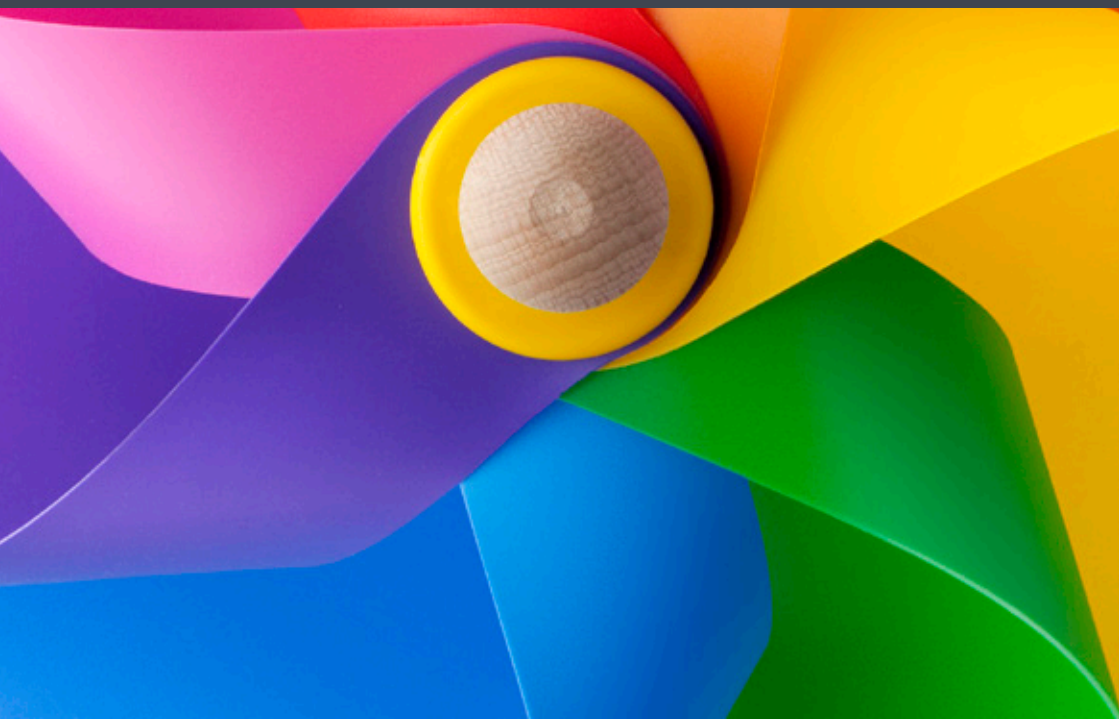


Australian Government
IP Australia



WIPO SERVICES AND INITIATIVES

Organised by the World Intellectual
Property Organization (WIPO)
in cooperation with IP Australia



FOREWORD



THE HON KAREN ANDREWS MP PARLIAMENTARY SECRETARY TO THE MINISTER FOR INDUSTRY AND SCIENCE

Intellectual property is often a business's major asset, after all it's about what they do and what distinguishes them from their competitors. Despite this, it is often the asset that operators are least aware of and take least care of.

In a global marketplace, taking care of intellectual property investment takes on a whole new meaning.

The Australian Government's Industry Innovation and Competitiveness Agenda is central to our Economic Action Strategy to build a strong, prosperous economy for a safe, secure Australia. A critical part of this is the use of innovation to help Australian businesses be globally competitive.

A well-functioning IP system that fosters innovation and encourages the flow of ideas and technology, domestically and across borders, is essential.

IP Australia's engagement with the World Intellectual Property Organization (WIPO) is important for businesses. Maintaining strong links globally helps Australian innovators maximise their opportunities for return on their intellectual capital.

At a time when the Australian Government is working with businesses and science and research institutions to build productivity and our international competitiveness, intellectual property is central to ensuring that we are able to secure the benefits of our hard work.

Intellectual property matters are among my responsibilities, and I look forward to working with business operators, scientists and researchers to ensure that Australians are not only able to benefit from their IP but also to collaborate with IP holders from around the region.

The WIPO Roving Seminar Series is an important initiative to raise awareness among Australian businesses and researchers of how WIPO can assist them with intellectual property issues, not just in Australia, but in multiple countries, including many of their potential markets.

Congratulations to those who are taking the time to present and to participate in these seminars.

WELCOME MESSAGES



PATRICIA KELLY
DIRECTOR GENERAL
IP AUSTRALIA

It gives me great pleasure to welcome you to the second World Intellectual Property Organization (WIPO) Roving Seminar Series to be held in Australia. These seminars are a wonderful opportunity to hear about global trends in intellectual property, to learn about WIPO's future plans and recent developments in technology and processes.

IP Australia has a long history of working with WIPO on projects of global importance. We have been a key player in global improvements such as championing the Global Patent Prosecution Highway and WIPO CASE.

We are proud to be part of initiatives like WIPO Re:Search, funding the placement of scientists from developing countries at leading Australian pharmaceutical companies and research institutions, to enhance their skills and keep them at the leading edge of technology.

I welcome the delegates from WIPO to Australia, and hope you can take away some useful information from this special seminar event.



FRANCIS GURRY
DIRECTOR GENERAL
WORLD INTELLECTUAL
PROPERTY ORGANIZATION

I am pleased to welcome you to the second series in Australia of roving seminars organised jointly by IP Australia and the World Intellectual Property Organization (WIPO) to familiarise the business and research community with WIPO's unique services that facilitate the acquisition of intellectual property rights — patents, trade marks and designs — in multiple countries.

WIPO's services are user friendly and cost-effective. They forgo the often laborious process of multiple application filings in multiple countries. For instance, through the filing of a single international trade mark application a brand owner can get protection for a trade mark in 110 countries.

These half day seminars are designed in a way that allows interactivity and address the specific needs of participants. They are especially useful for enterprises seeking export markets.

The collaboration with IP Australia has been decisive in the success of these seminars in Australia. Since the inaugural seminars were launched in the summer of 2013 in Australia, over 2,000 people — ranging from innovators to academics and researchers — have participated in these sessions. We hope you will find them interesting and relevant to your work.

PROGRAM

9.30am–9.40am

OPENING SESSION

Welcome addresses by:

- IP Australia
- Mr Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector (GIS), WIPO

9.40am–9.55am

TOPIC 1:

INTRODUCTION TO WIPO

- Major Intellectual Property Economic Studies
- Trends in export markets, business case studies, WIPO SMEs programs and success stories and challenges

Speaker: Mr Victor Vázquez López, Head, Section for Coordination of Developed countries, Department for Transition and Developed Countries (TDC), WIPO

Speaker: Mr Ben Mitra-Khan, Chief Economist, IP Australia

9.55am–10.25am

TOPIC 2:

THE PATENT COOPERATION TREATY (ePCT) — UPDATE ON EPCT AND FUTURE DEVELOPMENTS

Speaker: Ms Christine Bonvallet, Senior Legal Officer, ePCT Legal Division, Patent and Technology Sector (PTS)

10.25am–10.45am

TOPIC 3:

GLOBAL DATABASES

- Intellectual Property Platforms and Tools for the Connected Knowledge Economy

ACCESS TO GLOBAL IP KNOWLEDGE

- How WIPO Global Databases help business enhance their innovative competitiveness
- How WIPO GREEN and WIPO Re:Search are bringing IP to life

Speaker: Mr Yoshiyuki Takagi, WIPO

10.45am–10.55am

TOPIC 4:

ALTERNATIVE DISPUTE RESOLUTION — PRACTICAL TIPS

Speaker: Mr Victor Vázquez López, WIPO

10.55am–11.10am

COFFEE BREAK

11.10am–11.40am

TOPIC 5:

MELBOURNE: THE ROLE OF INTELLECTUAL PROPERTY IN LIFE SCIENCE VENTURE CAPITAL INVESTMENT

Speaker: Ms Brigitte Smith, Co-founder and Managing Partner, GBS Venture Partners

SYDNEY: EASY ACCESS IP: IP FOR FREE

Speaker: Dr Kevin Cullen, Chief Executive Officer, New South Innovations

BRISBANE: (TBC)

Speaker: Prof Richard Jefferson, Director, The Lens; Professor of Science, Technology and Law, QUT; Chief Executive Officer, Cambia

11.40am–12.00pm

TOPIC 6:

MADRID AND HAGUE — IMPROVEMENTS TO SYSTEMS — MADRID GOODS AND SERVICES MANAGER, ROMARIN

Speaker: Mr Neil Wilson, Director, Registries Support Division, Brands and Designs Sector (BDS), WIPO

12.00pm–12.30pm

OPEN DISCUSSION — QUESTIONS AND ANSWERS

Speakers: All speakers

12.30pm–12.33pm

CLOSING SESSION

12.33pm–1.30pm

NETWORKING LUNCH

SPEAKER BIOS



MR YOSHIYUKI TAKAGI
ASSISTANT DIRECTOR GENERAL,
GLOBAL INFRASTRUCTURE SECTOR, WIPO

Since 2009, Mr Takagi has been leading the Global Infrastructure Sector as Assistant Director General (ADG). Its task is to coordinate and develop the technical architecture and business functions of the global intellectual property system.

Since joining WIPO in 1994, Mr Takagi has served as Director of a number of Divisions, including Executive Director leading policy making regarding greater access to, and global dissemination of, intellectual property information worldwide. Mr Takagi began his career in the Japan Patent Office in 1979, and also served in the Ministry of Foreign Affairs of Japan, participating in numerous WIPO meetings and negotiations relating to the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement). He was educated at Kyoto University.



MS CHRISTINE BONVALLET
SENIOR LEGAL OFFICER,
PCT LEGAL DIVISION,
PATENT AND TECHNOLOGY SECTOR, WIPO

Ms. Bonvallet, Senior Legal Officer in the PCT Legal Division at WIPO, is a lawyer by training, specialising in intellectual property law and international law. As a member of the Paris Bar (Ordre des Avocats à la Cour de Paris, France), she worked as a litigation lawyer for several international law firms before joining WIPO in 2003. In her current position, she provides legal opinions and advices to PCT users, lectures in PCT training courses and seminars throughout the world and sits in international-level meetings concerning the PCT.



MR VICTOR VAZQUEZ

HEAD, SECTION FOR COORDINATION OF DEVELOPED COUNTRIES, DEPARTMENT FOR TRANSITION AND DEVELOPED COUNTRIES, WIPO

After beginning his career as a Legal Counselor on International Relations in the Copyright Unit of Spain's Ministry of Culture and representing the Spanish Government on copyright matters before UNESCO, OCDE and WTO, Mr. Vazquez joined WIPO in 2001. As Senior Legal Counselor in the Culture and Creative Industries Sector, Mr. Vazquez focused on issues such as the protection of audiovisual performances, contributed to the development of the Creative Commons License for Intergovernmental Organizations and has been WIPO's focal point for the UN Broadband Commission.

In 2013 Mr. Vazquez was appointed as Head of the Section for the Coordination of Developed Countries, which is administratively located in the Department for Transition and Developed Countries (TDC). The purpose of the new Section is to strengthen the Organization's institutional relations with the various developed countries. The Section is focused on bringing the WIPO services and activities to the attention of a broader audience in developed countries.



MR NEIL WILSON

DIRECTOR, REGISTRIES SUPPORT SECTION, BRANDS AND DESIGNS SECTOR, WIPO

Mr Neil Wilson, an Australian, began his career with WIPO in 1991. His work has dealt with the automation of the procedural aspects of the various international treaties administered by the Organization, including the Madrid Agreement and the Madrid Protocol for the International Registration of Marks, the Hague Agreement for the International Registration of Industrial Designs and the Patent Cooperation Treaty. During his career at WIPO, Mr Wilson has also been in charge of the sector responsible for Patent Information, IP Classifications and IP Standards, enabling him to gather a broad experience in the spectrum of IP administration issues.

Prior to his engagement with WIPO, Mr Wilson had a long career in information technology in Australia, working in both the private and public sector, where in particular, he had completed a series of assignments for the Australian Patents, Trade marks and Designs Office (now IP Australia) gaining an early insight into industrial property issues.

MELBOURNE



MS BRIGITTE SMITH

**CO-FOUNDER AND
MANAGING PARTNER,
GBS VENTURE PARTNERS**

Brigitte Smith has twenty years experience in venture capital, business strategy and start-up company operations. Brigitte has been investing and managing investments for GBS's \$450m of life science specialised venture capital funds since 1998. Brigitte is on the board of GBS portfolio companies AirXpanders Inc, Neuromonics Pty Ltd, Proacta Inc and Vivive Inc. Brigitte was the founding investor and chair of Pharmaxis Pty Ltd.

Prior to founding GBS Brigitte worked in the US and Australia in operating roles with early stage technology based companies, and at Bain & Company as a strategic management consultant. Ms Smith has a B. Chem Eng (Honours) from the University of Melbourne, and as a Fulbright Scholar completed a MBA (Honours) from the Harvard Business School and a MALD from the Fletcher School of Law and Diplomacy, both in Boston, USA. Ms Smith has also been an adjunct lecturer in Entrepreneurial Finance at Melbourne Business School.

SYDNEY



DR KEVIN CULLEN

**CHIEF EXECUTIVE OFFICER,
NEWSOUTH INNOVATIONS,
UNIVERSITY OF NSW**

Kevin is the CEO of UNSW Innovations at UNSW Australia in Sydney. He is responsible for developing the UNSW model for Knowledge Exchange and commercialisation, with particular emphasis on supporting the translation of the University's excellent research outputs into use by society. Dr Cullen brings extensive international experience to this position having been active at board level in the leading Technology Transfer Associations in the UK (PraxisUnico), Europe (ASTP) and the US (AUTM). He was the previous Chairman of the global Alliance of Technology Transfer Professionals (ATTP) and has a long-standing interest in economic development, spin-out companies, and developing the University interface with SMEs (small and medium-sized companies). Prior to joining the university sector, Kevin worked for Procter & Gamble in the UK and Belgium, in the fields of technical brand management, product development, and technology development, covering Europe, North Africa, and the Middle East.

BRISBANE



PROF RICHARD JEFFERSON

**DIRECTOR, THE LENS;
PROFESSOR OF SCIENCE,
TECHNOLOGY AND LAW, QUT;
CHIEF EXECUTIVE OFFICER, CAMBIA**

Richard is a prominent molecular biologist, social entrepreneur and open innovation systems strategist. He is founder and CEO of Cambia and a Professor of Science, Technology & Law at the Queensland University of Technology (QUT). His work has been cited in the scholarly literature over 15 000 times and his inventions in biotechnology have been widely licensed in agriculture and life sciences enterprises globally. Richard developed the landmark hologenome theory of evolution, developed and distributed critical enabling technologies in plant, animal and microbial genetics, and conducted the world's first biotech field crop experiment.

After a position as the FAO of the United Nation's first molecular biologist, Richard founded Cambia in 1991, as an independent non-profit social enterprise to democratize science-enabled innovation. Fifteen years ago Cambia created Patent Lens, the most popular open full-text patent search site, and 10 years ago pioneered the world's first patent-based commons, the BIOS (Biological Open Source) Initiative. Cambia's main focus now is on Innovation Cartography, on the new open global platform, 'The Lens'.

Richard is is an 'Outstanding Social Entrepreneur' of the Schwab Foundation and a regular panelist at the World Economic Forum's Davos Annual Meetings and Summits, served four years on the World Economic Forum's Global Agenda Council on Intellectual Property and is now on the Global Agenda Council on the Economics of Innovation.

TRENDS AND STATISTICS ABOUT THE AUSTRALIAN IP SYSTEM

Each year, IP Australia publishes the *Australian Intellectual Property Report* which provides up-to-date information on the Australian IP system, and insights from the latest research. Here are some highlights from the 2014 report.

- 29 717 patent applications were filed in 2013 — 10% of these were filed by Australian resident inventors.
- Design applications filed by Australians are at the highest level on record with 2 983 applications filed in 2013.
- IP Australia received 330 applications for plant breeder's rights in 2013 — the majority of these came from Australia (134), the US (69), the Netherlands (42) and Japan (25).
- In 2013 Australian residents filed 39 682 trade mark applications — 63% of the annual total.
- Australians file three times more patents abroad than at home — the US is the main destination.

As the IP system becomes more and more important to business, a well-functioning IP system that strikes the right balance between the incentive to innovate and fostering the public dissemination of new ideas is crucial.

Last year IP Australia published the first round of IP Open Data with **data.gov.au** making 100 years of IP data available to the public. Further data sets will be published each year.

For more information visit IP Australia's website at **www.ipaustralia.gov.au**





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