



United States Patent and Trademark Office  
(USPTO)



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## ROVING SEMINAR

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**WIPO/RS/IP/US/16/INF/2/PROV.2**  
**ORIGINAL: ENGLISH**  
**DATE: OCTOBER 26, 2016**

## WIPO Services and Initiatives

organized by  
the World Intellectual Property Organization (WIPO)

in partnership with the United States Patent and Trademark Office (USPTO)

in cooperation with the American Intellectual Property Law Association (AIPLA) and with the support of the United States Chamber of Commerce (USCC)

**San Diego, California, United States of America, November 2, 2016**

PROVISIONAL PROGRAM

*prepared by the Secretariat of WIPO*

The registration fee is not charged by USPTO

Wednesday, November 2, 2016

8.45 a.m. – 9.00 a.m.     **Registration**

9.00 a.m. – 9.10 a.m.     **OPENING SESSION**

Welcome addresses by:

- Ms. Susan Anthony, Global Intellectual Property Academy, USPTO
- Mr. John Sandage, Deputy Director General, Patents and Technology Sector (PTS), WIPO

9.10 a.m. – 9.40 a.m.     **Topic 1: Introduction to WIPO  
Development of the International Legal Framework  
Major Intellectual Property Economic Studies**

Speaker: Mr. John Sandage, WIPO

9.40 a.m. – 10.40 a.m.     **Topic 2: Global Intellectual Property Systems:  
The International Registration of Trademarks,  
Using the Madrid System**

Speakers: Mr. Matthew Forno, Senior Counsellor, Information and Promotion Division, Brands and Designs Sector (BDS), WIPO  
Ms. Attiya Malik, Attorney Advisor, Office of the Deputy Commissioner for Trademark Examination Policy, U.S. Patent and Trademark Office  
Mr. Jeff Van Hoosear, Partner, Knobbe, Marten, Olson & Bear, LLP

Questions and Answers

10.40 a.m. – 10.55 a.m.     Coffee Break

10.55 a.m. – 12.25 p.m.     **Topic 3: Global Intellectual Property Systems:  
Protecting your Inventions Internationally,  
Using the Patent Cooperation Treaty (PCT)**

Speakers: Mr. Matthew Bryan, Director, PCT Legal Division, Patents and Technology Sector (PTS), WIPO  
Mr. Charles Pearson, Director, International Patent Legal Administration, USPTO  
Mr. Tom Arno, Co-Managing Partner, Knobbe, Marten, Olson & Bear, LLP

Questions and Answers

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- 12.25 p.m. – 1.05 p.m. Lunch
- 1.05 p.m. – 2.35 p.m. **Topic 4: Global Intellectual Property Systems: The Hague System; a Simplified Application Process for Obtaining “Registered Designs” (or, “Design Patents”), for the Protection of Industrial Designs in many International Jurisdictions**
- Speakers: Mr. Matthew Forno, WIPO  
Mr. Charles Pearson, USPTO  
Practitioner: To be Determined
- Questions and Answers
- 2.35 p.m. – 2.50 p.m. Coffee Break
- 2.50 p.m. – 3.50 p.m. **Topic 5: How WIPO Alternative Dispute Resolution (ADR) services (Which Provide Alternatives to Conventional Court Actions) May Be Used to More Efficiently Settle IP Disputes**
- Speakers: Mr. Matthew Bryan, WIPO  
Ms. Susan Anthony, USPTO  
Pr. James Cooper, Professor of Law, California Western School of Law  
Pr. Thomas Barton, Professor of Law, California Western School of Law
- Questions and Answers
- 3.50 p.m. – 4.50 p.m. **Topic 6: How WIPO Databases and Tools may be used to Support the Knowledge Economy**
- Speakers: Ms. Irene Kitsara, Industrial Property Information Officer, Access to Information and Knowledge Division, Innovation and technology Support Section, Global Infrastructure Sector (GIS), WIPO
- Questions and Answers
- 4.50 p.m. – 5.00 p.m. **CLOSING SESSION**

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