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## WEBINAR

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# Webinar on the Development and Use of Intellectual Property (IP) in the Commercialization of Mobile Applications

*organized by*  
the World Intellectual Property Organization (WIPO)

*in cooperation with*  
the Kenya Copyright Board (KECOBO)

### GoToWebinar Platform

<https://register.gotowebinar.com/register/3044454654222025485>

**Thursday, June 24, 2021**

**11 a.m. to 1 p.m. East Africa Time (EAT)**

### LIST OF SPEAKERS

*prepared by the International Bureau of WIPO*

## NOAM SHEMTOV

Dr. Noam Shemtov joined the Centre for Commercial Law Studies (CCLS), School of Law, Queen Mary University of London, in September 2009 as a lecturer in intellectual property (IP) and technology Law. He is currently a Reader in IP and Technology Law and Deputy Head of CCLS. He lectures in areas of IP, creative industries and technology and his research interests are also focused in these fields.

Dr. Shemtov has led research projects and studies funded by UK Research Councils and by industry, national, supranational and commercial organizations, such as CreativeWorks London, CISAC, Microsoft, WIPO, Foreign and Commonwealth Office (FCO) and United Kingdom's Department for International Development (DFID). He is currently leading a project for DFID/FCO on the establishment and operation of a Specialised IP Court in Ukraine.

Dr. Shemtov also holds visiting appointments by Spanish and Dutch universities, where he lectures regularly in areas pertaining to IP, creative industries and technology. He is a qualified solicitor both in the United Kingdom and in Israel.

## FURUZONFAR ZEHNI

Mr. Furuzonfar Zehni is a Partner of Fresco Capital and is involved in all aspects of investment and operations. He is particularly passionate about the intersection of data and networks with traditional industries such as health, space and work.

Before joining Fresco Capital, Mr. Zehni built and scaled businesses in data analytics, wealth management and investment advisory. Prior to plunging into the entrepreneurial world, he was with Ernst & Young.

Mr. Zehni graduated from the University of Hong Kong with a dual degree in Economics and Finance (with honours). He is a TEDx license holder, a mentor for the *Laudato Si* Challenge, a mentor for Founder Institute, and is an active member of the Hong Kong University and St. John's College Alumni Club. With the Shahidi Foundation, Mr. Zehni is passionate about economic and cultural empowerment.

## ISAAC M. RUTENBERG

Mr. Isaac Rutenberg is a Senior Lecturer and is also the Director of the Center for Intellectual Property and Information Technology Law (CIPIT) at Strathmore Law School in Nairobi, Kenya. He is also an Associate Member of the Center for Law, Technology, and Society, at the University of Ottawa. Dr. Rutenberg teaches and researches various aspects of intellectual property (IP) and information technology (IT) law, including data protection and privacy, artificial intelligence (AI), digital identity, contextualized innovation, and the interface between IT law and IP law. He is registered to practice law in California, and is registered to practice before the United States Patent and Trademark Office (USPTO) and the Kenya Industrial Property Institute (KIPI). He holds a JD (law degree) and a PhD in chemistry.

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