



**SCT/IS/GEO/GE/20/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: NOVEMBER 6, 2020**

## **Information Session on Geographical Indications**

**Geneva, November 24, 2020**

INFORMATION ON SPEAKERS

*prepared by the Secretariat*

IRENE CALBOLI



Irene Calboli is a Professor of Law at Texas A&M University School of Law, Academic Fellow at the School of Law, University of Geneva, Visiting Professor at Nanyang Technological University, Senior Fellow at Melbourne Law School, and Transatlantic Technology Law Fellow at Stanford University. Ms. Calboli's research currently focus on trademarks, geographical indications and the intersection between intellectual property and international trade.

Ms. Calboli is a member of the Editorial Board of the *Queen Mary Journal of Intellectual Property*, the *Journal of Intellectual Property Law and Practice* (Oxford), and the *World Intellectual Property Organization (WIPO)-World Trade Organization (WTO) Colloquium Papers*. An elected member of the American Law Institute and associate member of the Singapore Academy of Law, Ms. Calboli currently serves as member of the Council of the International Law Association (Singapore Branch); the Board of the European Policy for Intellectual Property Law Association; and member of the Legislation and Regulation Committee of the International Trademark Association. She is also the immediate past Chair of the Art Law Section of the Association of American Law Schools (AALS) and currently serves in the Executive Committees of the Art Law and Comparative Law Sections of the AALS. Ms. Calboli has held visiting position in several universities in North America, Europe, and Asia and is currently a Fulbright Specialist Scholar (2017-2020).

She is a graduate of the University of Bologna, the London School of Economics and Political Science, and the Queen Mary University London and was an intern in the Cabinet of Chief Justice Mancini at the Court of Justice of the European Union.

Ms. Calboli is the author of *Geographical Indications at the Crossroads of Trade, Development, and Culture* (Cambridge University Press, 2017, with Ng-Loy W.L.); *Exhausting Intellectual Property Rights: A comparative Law and Policy Analysis* (Cambridge University Press, 2018, with S. Ghosh); *The Protection of Non Traditional Trademarks: Critical Perspectives* (Oxford University Press, 2018, with M. Senftleben); and *The Cambridge Handbook of International and Comparative Trademark Law* (Cambridge University Press, forthcoming 2020, with Jane c. Ginsburg).

JOHN CLARKE



John Clarke is the Director for International Relations at the Commission's Directorate-General for Agriculture and Rural Development (DG AGRI)

He was previously Head of the European Union (EU) Delegation to the World Trade Organization (WTO) and the United Nations (UN) in Geneva. He joined the European Commission in 1993 as a trade negotiator.

From 1983 to 1993 John Clarke was an official of the Hong Kong (HK) Government, working in the team responsible for raising HK's standard of living and bringing it to developed country status by the late 1980's.

Mr. Clarke has a long experience negotiating Intellectual Property Rights (IPR) issues having been, among other things, one of the original negotiators of the WTO Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement in the 1990's, and the Geographical Indications (GI) chapters of the EU's Free Trade Agreements.

PAOLO DEGIORGI



Paolo Degiorgi is Deputy Head of the Sector Quality and Sales promotion, Federal Department of Economic Affairs, Education and Research (EAER), Federal Office for Agriculture (FOAG), in Bern.

Before taking up his duties at the Federal Office for Agriculture, he worked in various positions in the development cooperation, including as Expert for the Food and Agriculture Organization (FAO). He was General Director of the LATI-group including a Milk processing establishment, winery and an animal feed industry.

In his current function, he acts as Deputy Head of the Sector Quality and Sales promotion at the Federal Office for Agriculture and is in charge inter-alia of the Federal register of Protected Designations of Origin (PDOs) and Protected Geographical Indications (PGIs), the legislation on mountain and alp products and the new "Swissness" legislation strengthening the "Swiss Made" designation and the Swiss cross on food products.

BENJAMIN FONTAINE



Benjamin Fontaine is a registered Intellectual Property attorney since 2003 (CNCPI, France) and a solicitor admitted to the Alicante Bar (Spain) since 2005. He is also a UDRP panelist since 2019.

He is currently the Chair of the EUIPO-Link Committee of ECTA (European Communities Trademark Association), and a former chair of the Geographical Indications Committee of this association.

Mr. Fontaine is a partner at Plasseraud IP, where he is in charge of the Alicante branch office. He has extensive experience in trademark and GIs prosecution and litigation.

He is the author of a number of publications and a regular speaker on issues related to Geographical Indications, and particularly their interaction with trademark rights.

STEFFEN GAZLEY



Steffen Gazley is the Hearings Manager and an Assistant Commissioner at the Intellectual Property Office of New Zealand (IPONZ).

Prior to his current role, Mr. Gazley was a Principal Examiner and Team Leader in the Trade Marks and Geographical Indications examination team. His experience in both trademarks and geographical indications includes being the lead IPONZ expert on the implementation in New Zealand of the Madrid Protocol in 2012 and the Geographical Indications registration system for wines and spirits in 2017. He has represented New Zealand at the WIPO Working Group on the Legal Development of the Madrid System for the International Registration of Marks since 2013 and chaired the sessions in 2018 and 2019.

He holds a double law degree in law and commerce from the Victoria University of Wellington in New Zealand.

JUAN PABLO MATEUS



Juan Pablo Mateus is Director of the Trademarks Directorate at the Superintendence of Industry and Commerce (SIC), the Industrial Property Office in Colombia, which is also in charge of the protection of appellations of origin.

Mr. Mateus has worked in matters related to industrial property in different positions and Departments of the SIC, such as the Legal Office, the International Affairs Office and the Deputy Superintendency for Industrial Property.

JOHN D. RODRIGUEZ



John Rodriguez is an Attorney in the Trademark Group in the Office of Policy and International Affairs (OPIA) at the United States Patent and Trademark Office (USPTO).

Mr. Rodriguez focuses on trademarks and geographical indications matters across a variety of regions, but has a special emphasis on the Western Hemisphere. He has also participated as a member of the United States delegation team on several free trade agreement negotiations.

He began his tenure at the USPTO as a Trademark Examining Attorney where he examined trademark applications submitted for registration in compliance with the Lanham Act, the Trademark Rules of Procedure, and the Trademark Manual of Examination Procedure.

[End of document]