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WORLD INTELLECTUAL
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CONSIGLIO NAZIONALE
DELL'ECONOMIA E DEL LAVORO



REPUBLIC OF ITALY



UNITED STATES PATENT AND
TRADEMARK OFFICE

**WIPO – ITALY INTERNATIONAL CONVENTION
ON INTELLECTUAL PROPERTY AND COMPETITIVENESS
OF MICRO, SMALL AND MEDIUM -SIZED ENTERPRISES (MSMES)**

organized by

the World Intellectual Property Organization (WIPO)

and

Consiglio Nazionale dell'Economia e del Lavoro (CNEL)

supported by

the Italian Ministry of Foreign Affairs

the Italian Ministry of Economic Development

and

the United States Patents and Trademark Office (USPTO)

With the High Patronage of the President of the Italian Republic

Rome, December 10 and 11, 2009

PROVISIONAL LIST OF SPEAKERS

prepared by the International Bureau of WIPO

INAUGURAL CEREMONY

ELIZABETH DIBBLE

Ms. Elizabeth Dibble, a national of the United States of America, is the Chargé d'affaires at the U.S. Embassy in Rome since February 6, 2009. Earlier, she was the Deputy Chief of Mission since August of 2008. From 2006 to 2008, she served as Principal Deputy Assistant Secretary in the Bureau of Economic, Energy and Business Affairs, where her portfolio included international finance, development and investment. From 2004 to 2006 she was Deputy Assistant Secretary in the Bureau of Near Eastern Affairs, with responsibility for managing U.S. relations with Israel, the Palestinian Authority, Egypt, Jordan, Lebanon, and Syria. She was a member of the State Department's Senior Seminar from 2003 to 2004.

Her prior overseas assignments include Damascus, Islamabad, Tunis and London. In Washington, she has served as Director of the Office of Peace Process and Regional Affairs in the Bureau of Near Eastern Affairs and as Deputy Director of the Office of Development Finance in the Economic Bureau, in addition to working for several years at the Office of the United States Trade Representative.

A New Jersey native, she is a graduate of Georgetown University.

FRANCIS GURRY

Mr. Francis Gurry, a national of Australia, was appointed Director General of the World Intellectual Property Organization (WIPO) on October 1, 2008, and Secretary-General of the International Union for the Protection of New Varieties of Plants (UPOV) on October 30, 2008.

He began his WIPO career in 1985, initially in the Development Cooperation and External Relations Bureau for Asia and the Pacific. He was instrumental in establishing the WIPO Arbitration and Mediation Center in 1994 and subsequently in developing the highly successful Uniform Domain Name Dispute Resolution Policy. He served on the WIPO top management team from 1997, initially as Assistant Director General, then from 2003 as Deputy Director General with responsibility for patents and the PCT system, the Arbitration and Mediation Center, traditional knowledge, traditional cultural expressions and genetic resources.

Before joining WIPO, he practiced as an attorney in Australia, and taught law at the University of Melbourne, Australia. He holds law degrees from the University of Melbourne and a Ph.D from the University of Cambridge, UK. He is an Honorary Professional Fellow of the University of Melbourne and an Honorary Professor of Peking University. He is the author of numerous publications and articles on intellectual property issues in international journals.

ANTONIO MARZANO

Elected President of AICESIS - International Association of Economic and Social Councils and Similar Institutions (Budapest, July 2009)

Appointed President of the National Council for Economics and Labour (CNEL) with DPR of 22 July 2005.

Former Minister for Productive Activities (2001 – 2005).

Antonio Marzano has been professor of Economic and Financial Politics at the School of Political Science of the University of Rome (since 1974) and professor of Economic Policy at the LUISS university of Rome (since 1978).

Former chairman of the School of Economics and Trade at the Abruzzi University (1968-1971), director of the Institute for Economic, Financial and Statistical Studies of the school of Political Science of the University of Rome (1974-1980), and professor of History and Monetary Policy at the same school (1971-1974).

He was member of the Board of CNEL (National Council for Economics and Labour) as expert and as member of the Committee on privatizations (Draghi Committee at the Treasury), and of the Supervisory Committee on Statistical Information (Prime Minister's Office). He was also member of the board of several major companies among which *Agip nucleare*, the *Cassa di Risparmio di Roma*, the *Banca di Roma* and the *Banco di Sicilia*. He was also Chairman of COFIRI (1992 - 1995)

He was also a member of several bodies among which: the Committee for the drafting of the general report on the economic situation of the Country at the Ministry of the Budget; the Committee on public debt at the Treasury; the Committee for medium-term industrial policy at the European Economic Community; the Economic Programming Committee at the Ministry of the Budget; the Advisory Committee on productivity and efficiency in public spending (Treasury); the Scientific Board on Electric Energy Planning (ENEL).

He was Chairman of the Parliamentary Two-chamber Committee, of the Senate and Chamber of Deputies, for the Reform of the State Budget, and Chairman of the 6th Finance Committee of the Chamber of Deputies.

And finally (2009), he chaired the Committee for the future of Rome as Capital city, appointed by the Mayor of Rome.

Grand Officer of the Order of Merit of the Italian Republic. First Class Grand Cross conferred on him by the President of the Austrian Republic, Thomas Klestil. "Honorary citizen of Collecchio" for his engagement, attention and critical role played during the difficult moments of the Parmalat crisis. Honorary degree in Economics and Trade, Abruzzi University "Gabriele D'Annunzio".

He was awarded the “35th Scanno Prize” for Economics, the “Golden Pen” prize for Economics, the “Donato Menichella 2006” prize under the high Patronage of the President of the Republic, the “Guido Dorso” International Award in the political section as scholar in favour of the Mezzogiorno, the “2003 Golden Airship” prize for his engagement in support of research and production in the advanced technology sectors, and the “Anassilaos” Award in the Economics and Mezzogiorno sector. He is the author of 150 publications.

CLAUDIO SCAJOLA

Mr. Claudio Scajola, a national of Italy, has been a member of Parliament for the last four legislatures, he was elected in 2008 in the 10th constituency (Liguria) for the Popolo della Libertà party; in 2006 in both the Liguria and Puglia constituencies, in the Marche region and in Puglia as the top candidate on the electoral list of the Forza Italia party in the proportional representation elections; in 1996 in the lists of the Polo per le Libertà in the Liguria 2 constituency.

On May, 2008 he was appointed Minister for the Economic Development in the 4th Berlusconi government.

From 2006 to March 2008 he was President of the Parliamentary Committee for the Intelligence and Security Services and for State Secret Control.

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In the third Berlusconi government he was Minister of Productive Activities. In the second Berlusconi government he was initially Minister of Internal Affairs (from 11 June, 2001) and then Minister for the Implementation of the Government Programme (from 31 June, 2003). From 1998 to 2001 he was entrusted with the National Coordination of the Forza Italia party.

He is graduated in Law at the University of Genoa. He is general Manager of INPDAP.

VINCENZO SCOTTI

Mr. Vincenzo Scotti, a national of Italy, is the Secretary of State at the Ministry of Foreign Affairs since May 2008.

He was first elected member of the Parliament for the Christian Democrats in 1968. From 1976 to 1978, he was Undersecretary of State at the Ministry of Finance in Italy.

In 1978, he became Minister of Labour, a role in which he completed numerous agreements between entrepreneurs and Labour Unions, earning a reputation of skilled negotiator.

In 1984, he was appointed Deputy secretary of Cristian Democratic Party and in 1989 Speaker of the Parliamentary Group for the Christian Democrats at the *Camera dei Deputati*.

Later on, he was appointed Minister of Home Affairs. In that capacity he actively promulgated laws which helped the police to fight against organized crime.

With US attorney Rudolph Giuliani and late judge Giovanni Falcone, he founded the D.I.A. (*Direzione Investigativa Antimafia*), a specialised anti-mafia police force. In 1992, he was appointed Minister of Foreign Affairs.

His political and professional experience have been characterized by negotiation abilities, understanding of social and political issues and continued research.

Born in 1933 in Naples, he graduated cum laude in law and held numerous prestigious government positions. From 1969, for over 26 years he taught Development Economics at the L.U.I.S.S. in Rome. Thereafter, he was visiting professor at the University of Malta, and founded the Italian branch of the university. He continues to be the President of the Link Campus, University of Malta.

SPEAKERS AT THE CONVENTION

LUIGI AMATI

Mr. Luigi Amati, a national of Italy, has twenty years of experience in Research, Innovation and Entrepreneurship. Since 1993 he is the CEO (and co-founder) of META Group (www.meta-group.com).

Between 1987 and 1993 he has worked both in Italy (Rome - La Sapienza) and the UK (Imperial College) on computational mechanics research activities. Most recent professional experience is on creation and management of Seed funds and mentoring of young Knowledge Intensive companies. He has worked and studied in different countries such as Italy, England, Tunisia, Holland, Argentina, Chile, Spain and Russia. Luigi Amati holds an Engineering Master degree Summa cum Laude at the University of Rome and a Master of Science at Imperial College in London.

He is a board member of the European Business Angels Network Association, a member of the Venture Capital Committee of the Italian Venture Capital Association, a member of 1generation network and a founder of the Italian Angels for Growth Club in Milan

PATRIZIA BIANI

Mrs. Patrizia Biani, a national of Italy, joined the European Patent Office in 1989 in the "International Technical Co-operation" department, where she was responsible for coordinating the implementation of technical projects in Latin America. Currently, she works in the "European Affairs/Member States" as a country coordinator, contributing to drafting, reviewing and implementing of the EPO policy of co-operation with Member States.

LUTZ BODE

Mr. Lutz Bode, a national of Germany, is currently the Director and Head of Business Development at IP Bewertungs AG (IPB), Hamburg. He has 20 years experience in the banking industry in the following positions: Director for investment banking/M&A business unit at Unicredit Group; Head of institutional asset management in Hamburg for Hypo Vereinsbank AG.; Head of Research (macro, fixed income and quantitative equity), asset

management strategies and product development at Vereins- und Westbank, Hamburg; Research Analyst in a Broker house in New York City and Correspondent for a prestigious well-known German business journal .

He did Post Graduate Studies in the School of Management at State University of New York at Binghamton, New York . The scholarship was awarded by Carl-Duisberg-Gesellschaft. Finished his MBA at University of Hamburg, Hamburg

MATTHEW R. BRYAN

Matthew Bryan, a national of United States of America, is the Director of the Patent Cooperation Treaty (PCT) Legal Division, where he reports directly to WIPO Deputy Director General James Pooley. Among his responsibilities, Mr. Bryan serves as legal adviser to DDG Pooley on the PCT and to the PCT Operations Division, oversees the provision of legal and strategic advice to PCT users, PCT outreach and user relations, the organization of PCT training and seminars and the resolution of PCT problem cases.

His Division also produces the PCT legal texts (Treaty & Regulations, legal notices in the *PCT Gazette*, Administrative Instructions, Forms, Guidelines), as well as the PCT explanatory texts (*PCT Applicant's Guide*, *PCT Newsletter*, PCT seminar materials) and is responsible for the PCT information content on WIPO's PatentScope™ website. The PCT Information Service is also under his responsibility, which provides answers to general PCT questions by phone, fax and email. Mr. Bryan and his staff travel widely teaching and training about the PCT. He represents the PCT and WIPO at meetings of the American Intellectual Property Law Association (AIPLA), the American Bar Association's Intellectual Property Law Section (ABA-IPL), the Intellectual Property Owners Association (IPO), the Asian Patent Attorneys Association (APAA), the Association of University Technology Managers (AUTM) and other international organizations.

He joined WIPO in 1992. Before joining WIPO, he served as a Law Clerk on the United States Court of Appeals for the Federal Circuit to Judge Randall R. Rader and to Senior Judge Marion T. Bennett. He holds a Bachelor of Arts from Brigham Young University and a Juris Doctor from BYU's J. Reuben Clark Law School. He is a member of the State Bar of California since 1990.

JOHN J. CALVERT

Mr. John Calvert, a national of United States of America, works at the USPTO, where he has responsibility of the Inventors assistance program, which includes inventor outreach and university outreach initiatives.

Prior to being named Administrator, Mr. Calvert was responsible for supervising some 21 examiners in the area of textile technology and in the area of absorbent products. In February of 1990, he joined the U.S. Patent and Trademark Office as an examiner. In February 1995, John became a Primary Examiner.

He has received numerous achievement awards, including the Department of Commerce Bronze Medal and the United States Patent and Trademark Office Exceptional Career Award. He completed studies in the Syracuse University, Maxwell School certificates program of Advanced Public Management and completed

the Executive Development Seminar sponsored by the Office of Personnel Management.

He graduated from North Carolina State University with a Bachelor of Science Degree in Textile Technology in May 1971. He worked in various management positions before returning to N.C. State University to pursue a Master of Science Degree in Textile Management.

JAMES G. CONLEY

Mr. James Conley, a national of United States of America, serves on the faculty of both the Kellogg School of Management and the McCormick School of Engineering at Northwestern University. He is a member of the Kellogg Center for Research in Technology & Innovation and serves as a Faculty Fellow at the Segal Design Institute. Beyond Northwestern, he serves as a Visiting Professor in the Chair of Technology and Innovation Management at the WHU in Vallendar, GERMANY.

Since August of 2008 he serves on the United States Department of Commerce public advisory committee for the USPTO.

His academic research investigates the strategic use of intangible assets and intellectual properties to build and sustain competitive advantage. Research sponsors include the National Science Foundation, NASA, FAA, NIST, the Department of Defense, Motorola, Daimler-Chrysler, METI in Japan and others.

His publications have been recognized with “Best Paper” commendations from the American Foundry Society, the Society of Automotive Engineers, the Rapid Prototyping Journal and others. Mainstream outlets for his scholarship include the Wall Street Journal and Sloan Management Review. In April of 2008, he was awarded a Trans-coop Fellowship by the Alexander von Humboldt Foundation in Bonn Germany together with Prof. Dr. Holger Ernst.

In both 2004 and 2007, he received the Professor of the Year award from the Master of Product Development program at Northwestern University.

PASQUALE D’AVINO

Mr. Pasquale D’Avino, a national of Italy, obtained a university degree in Law in 1979. He was a lawyer in Naples from 1979 to 1982. He joined the Italian Diplomatic Service in July 1982. During his career he held the following positions: First Commercial Secretary in Saudi Arabia, 1984-1987; Consul in New York, 1987-1989; Counsellor in Addis Ababa, 1989-1992; Head, Sub-saharian African desk; Italian Ministry for Foreign Affairs, 1992-1995; Consul General in Chicago, 1995-1999; First Counsellor at the Italian Mission at EU, Brussels, 1999-2004; Head, North-African desk, Italian Ministry for Foreign Affairs, 2004-2005; Chief of International Protocol, Italian Prime Minister Office, 2005-2006; Deputy Permanent Representative of Italy, Geneva, 2006 to present.

He is the author of the following publications: Several issues on : European Union, United Nations, Development Agenda, Promotion of Trade interests of Italy overseas.

VITTORIO DONATI

Mr. Vittorio Donati, a national of Italy, is responsible for intellectual property matters in a very important textile group in the fashion area in Italy. He has a degree in political science and business administration. He has been participating actively in all activities related to the promotion and the exploitation of intellectual property. He is lecturer and he plays an active role in all the working groups related to the IPR both at a national and international level.

He has also been working in the area of human resources in the electronics industry and textile fashion. For the last 30 years, he is also responsible for all other legal issues of the same textile group.

ERIC FAVRE

Mr. Eric Favre, a national of Switzerland, has obtained his University Education as a Mechanical engineer – EPFL, 1970. His main areas of expertise are: thermodynamics and aerodynamics. He has been a lecturer in aerodynamics and obtained postgraduate studies in energy. His professional experiences are: from 1970 to 1975 EPFL engineering consultant : Cattin S.A.; from 1975 to 1985 Nestec S.A. in Vevey ; from 1985 to 1990 : CEO of Nespresso S.A.; from 1991 : CEO of Monodor S.A.; from 2002 President and CEO of Monodor S.A.; from 2009 Member of Swiss Academy of Engineering Sciences.

ALEARDO FURLANI

Mr. Aleardo Furlani, a national of Italy, has a degree in Law from the University of Naples (Italy) and a Master in Business Administration from the *Instituto de Estudios Superiores de la Empresa*, Barcelona (Spain). He has been awarded a diploma on Public Policy from the J.F. Kennedy School of Government at Harvard University (U.S.A.). From 1987 to 1993 he was senior associate for GEMINI Consulting Group, carrying out consultancy strategy formulation projects for leading Italian corporations and state-owned enterprises. Since 1993, he is Managing Director of INNOVA S.p.A., a private company specialised in Technology Transfer services, which has branches in seven countries and is made up of a pool of 80 professional consultants and experts with a long standing and consolidated knowledge in the assessment and exploitation of advanced technologies.

Expert in business strategies and international marketing, he is strongly involved in the R&D activities conducted with highly qualified European companies and universities. He assists industrial and research organizations in the implementation of their strategies for the exploitation of technologies and the valorization of R&D results. He acquired a strong expertise in Technology Transfer activities, encouraging the participation of small and medium-sized enterprises in European R&D programs. To date, more than 2000 European SMEs have been supported in the analysis of their technology needs, draft and management of R&D projects.

Since 2000, he has been carrying out and coordinating training and technical assistance activities on benchmarking for the Network of Innovation Relay Centres (IRCs). He has been a scientific and technical evaluator in EU Commission project proposal evaluation exercises. Trainer in business strategies and international marketing for the Italian Trade Centre international courses, John Cabot University, LUISS and Bocconi Management Schools.

JANE C. GINSBURG

Mrs. Jane C. Ginsburg, a national of United States of America, is the Morton L. Janklow Professor of Literary and Artistic Property Law at Columbia University School of Law, and Director of its Kernochan Center for Law, Media and the Arts. She teaches Legal Methods, Copyright Law, and Trademarks Law, and is the author or co-author of casebooks in all three subjects. With Professor Sam Ricketson, she is the co-author of *International Copyright and Neighbouring Rights: The Berne Convention and Beyond* (Oxford University Press 2006).

She has taught French and U.S. copyright law and U.S. legal methods and contracts law at the University of Paris and other French universities. In 2004-05, she held the Arthur L. Goodhart Visiting Chair of Legal Science at the law faculty of the University of Cambridge.

A graduate of the University of Chicago (BA 1976, MA 1977), Professor Ginsburg received a JD in 1980 from Harvard, and a *Diplôme d'études approfondies* in 1985 and a Doctorate of Law in 1995 from the University of Paris II. She is an Honorary Fellow of Emmanuel College, University of Cambridge.

SARA GIORDANI

Mrs. Sara Giordani, a national of Italy, has been working since 2003 as an independent expert in technology transfer and valuation of intellectual property. She is the co-founder of TTP Lab, Technology Transfer Program & Laboratory, a professional firm specialized in Innovation and Technology Management.

She has been involved in projects and programs for innovation management and technology transfer, and activities related to auditing and evaluating Intellectual Property, innovative firms and industrial/ R&D projects. She collaborates with the Directorate General for combating counterfeiting - Italian Patent and Trademark Office. In particular she participated in a working group for creating and implementing a joint methodology for the economic valuation of patents.

She has served as an expert witness for the Italian courts and also participates as an expert for the European Commission at the FP6 and FP7 proposals' evaluation and projects' review.

She collaborates with investment firms, private companies, in particular SMEs, universities. She has a MSc. in Physics and a MSc. in Management Engineering, and she also holds an MBA from RSM-Erasmus University in The Netherlands.

Prior to 2003, she worked for more than five years with Applied Materials, a US multinational in the semiconductor sector, and thereafter, for more than three years, was employed as a patent examiner at the European Patent Office.

ROBERT HODGSON

Mr. Robert Hodgson, a national of United Kingdom, is a development economist with thirty years experience of economic assessment, policy formulation and analysis, project evaluation and implementation across a wide variety of sectors, institutions, regions and countries.

He has specialized over the last twenty years in the role of technology in development and the drive from new science to improve competitiveness and productivity especially within programs to stimulate private sector involvement with research and higher education institutions and the incubation of new firms.

Since 2000 he is Managing Director at Zernike (UK) Limited. During his career he covered the following positions: from 1987 to 2000 Deputy Chairman of the Board at Segal Quince Wicksteed Limited; from 1978 to 1986 Consultant at Coopers & Lybrand Associates Ltd Managing; from 1974 to 1978 Head of the Central Research Unit Council Newcastle City; from 1972 to 1974 Derbyshire County Council Department of Physical Planning; from 1970 to 1972 University of Southampton Department of Econometrics and Social Statistics.

He is a Senior Research Fellow at the Institute for Creativity Capital and Innovation (IC²) at the University of Texas at Austin and a regular speaker at international conferences. He is a member of the International Steering Committee and was co-chair of the 11th International Conference on Technology Policy and Innovation which was held in March 2009 in Delhi, India.

GURIQBAL SINGH JAIYA

Guriqbal Singh Jaiya, a national of India, is currently the Director of the Small and Medium-Sized Enterprises (SMEs) Division. He joined WIPO in November 1993 in the Cooperation for Development Bureau for Asia and the Pacific where he was Senior Program Officer/Senior Counsellor for over four years. Thereafter, he was the Head of the Evaluation Unit of WIPO for over six months, Head/Acting Director of the Economic Analysis, Forecast and Research Division of WIPO for over two years, and Deputy Director of the SMEs Division for two years, until he took over his present responsibilities in October 2002.

Before joining WIPO, from 1978 onwards, as a member of the Indian Administrative Service, Mr. Jaiya served in the District, State and Central Governments dealing with a wide variety of responsibilities. In his last tenure as Deputy Secretary/Director, Department of Industrial Development, Ministry of Industry, Government of India, he dealt with *inter alia* all aspects of industrial property. He represented the Government of India in various bilateral and international fora, including the TRIPS negotiations in the Uruguay Round of GATT. Mr. Jaiya has university degrees in the humanities, law and medicine.

GURMEET JAKHU

Mr. Gurmeet Jakhu, a national of United Kingdom, is a solicitor and partner at Hamilton Pratt, Europe's leading specialist franchise law firm. He heads up the franchise dispute resolution team at Hamilton Pratt with a particular emphasis on urgent injunctive relief and pre-emptive remedies required to protect franchisor's interest and their intellectual property rights. He is also involved in claims relating to the construction and interpretation of clauses in franchise agreements. He is a member of the local Law Society Dispute Resolution Committee. He lectures in the UK on behalf of the BFA and also worldwide on franchising. In the United Kingdom, Hamilton Pratt, acts for nearly a third of the full members of the British Franchise Association, more than twice as many as any other law firm.

After qualification and following a period in private practice, he joined Amtrak, a parcels delivery franchise business, as a senior lawyer and was subsequently promoted to company secretary. He was responsible for all of Amtrak's legal issues but specialized in franchise litigation and was also involved in the drafting and implementation of a new franchise agreement.

KEN KECK

Mr. Ken Keck, a national of United States of America, since June 2006 is the Executive Director of the Department of Citrus, State of Florida. In that capacity, he oversees the implementation of a \$60 million marketing and research program, as mandated by the Florida Statutes. He comes from the legal side of the agency, serving as general counsel for a period of four years before assuming his present position. He served as counsel to a member of the U.S. House agriculture committee, as well as a Florida-based citrus grower trade association.

Mr. Keck is licensed to practice law in Florida and the District of Columbia.

STANLEY KOWALSKI

Dr. Stanley P. Kowalski, a national of United States of America, attended the Pennsylvania State University, and later the University of Pittsburgh, earning B.S. degrees in horticulture and biology. Later, he earned a Ph.D. in plant breeding from Cornell University. For two decades, he worked as a research scientist, authoring numerous academic publications in plant biochemistry, genetic mapping and crop insect resistance. His focus was always on appropriate utilization of advanced technology to improve health and agriculture in developing countries.

Long interested in international development, he transitioned his career towards building intellectual property capacity in developing countries. This is a crucial, and indeed indispensable, component for accelerating global development and advancing the public interest. At the International Service for the Acquisition of Agri-Biotech Applications (ISAAA) in the intellectual property/technology transfer initiative, he conducted the preliminary freedom-to-operate analysis of (pro-vitamin A) Golden Rice.

After ISAAA, he earned a J.D. with an emphasis in intellectual property at the Franklin Pierce Law Center (FPLC). Dr. Kowalski is currently an Assistant Professor of Clinical Law

and Director of the International Technology Transfer Institute (ITTI) at FPLC, an educational and information center dedicated to promoting global innovation, with a focus on accelerating access to critical advances in health and agricultural in developing countries.

RAJENDRA KUMAR

Mr. Rajendra Kumar, a national of India, is a partner with the IP law firm K&S Partners, based in the National Capital Region of India and heads its trademark and copyright litigation practice. His area of expertise extends to trademark and copyright litigation, all aspects of prosecution and enforcement of intellectual property rights, TRIPS related issues, domain name disputes and intellectual property aspects of the entertainment industry and the internet. He has assisted the Government of India in developing a new law for the protection of geographical indications in India. His experience in the protection of geographical indications extends to both Indian and foreign geographical indications, domestically and overseas.

Aside from the extensive experience in handling he has co-authored a seminal work "Geographical Indications: A Search for Identity", a novel work of its kind on Geographical Indications and has in the past served on the Sub-Committee on Geographical Indications of the International Trademark Association (INTA). The author of several articles, he is also a prominent speaker at various *fora*, both national and international

GETACHEW MENGISTIE ALEMU

Mr. Getachew Mengistie, a national of Ethiopia, is an intellectual Property law consultant and attorney since August 2008. Earlier, he served as the first Director General of the Ethiopian Intellectual Property Office. He had been the driving force in developing the Ethiopia's intellectual property system and promoting the use of intellectual property as a policy tool for development.

He was responsible for successfully negotiating and concluding license agreements with a number of European, North American and Asian coffee importing and distributing companies, including the largest global specialty coffee company-the Starbucks corporation. He represented his country in various international fora where intellectual property issues were discussed and treaties were negotiated.

Mr. Mengistie is the author of some 17 articles and studies, on issues related to intellectual property, access to genetic resources and other related areas, which have been published in international journals, workshop proceedings and on the internet. Mr. Mengistie is a frequent speaker on topics relating to intellectual property policy and strategy and the role of intellectual property in socio-economic development. He is currently involved in and contributing to the strengthening of the intellectual property system and the use of intellectual property as a development tool in a number of African countries.

MAURIZIO MONTEMAGNO

Mr. Maurizio Montemagno, a national of Italy, is the manager of the Investigation Office – Central Antifraud office – Italian Customs Agency. He is responsible for the coordination of all antifraud activities at national level. His main duties are: relationship and

participation to the activities of national administrations (Ministries and Law Enforcement Agencies) and international bodies as OLAF, European Council and European Commission, DG Tax and WCO for the prevention and fight against customs frauds; cooperation with some customs authorities of third countries through the Embassy's customs attaché; coordination for Italian Customs Agency of CSI (Container Security Initiative)

LAURENCE MOREL-CHEVILLET

Mrs. Laurence Morel Chevillet, a national of France, is a counsel specialized in anti-counterfeiting. She has international experience in intellectual property matters. In particular after 10 years in a specialized law firm, Ms. Morel-Chevillet has joined the Bulgari company where, within the brand protection department, she is responsible for customs surveillance worldwide and deals with the management of the trademarks/design portfolio and anti-counterfeiting strategies for the company.

YONG WOO PARK

Mr. Yong Woo Park, a national of Korea, is a Senior Deputy Director, Industrial Property Management, Supporting Team, KIPO (Korean Intellectual Property Office).

During his career he has held the following positions: from December 2007 to September 2008, he has been a Senior Deputy Director, Industrial Property Policy Division, KIPO; from March 2006 to December 2007, he has been Deputy Director, International Cooperation Division, KIPO; from February 2005 to March 2006, he has been Deputy Director, Information Development Team, KIPO; from October 2000 to October 2001, he has been Deputy Director, Trademark and Design Examination Policy Division, KIPO.

CÉSAR PARGA

Mr. César Parga, a national of Mexico, is senior Specialist at the Department of Economic Development, Trade and Tourism of the Organization of American States (OAS), based in Washington D.C. Mr. Parga provides technical and analytical support on intellectual property rights and trade agreements in the Americas. He also coordinates and delivers capacity building initiatives on trade, intellectual property and competitiveness for Latin America and the Caribbean. Concurrently, Mr. Parga is an adjunct professor of law at the Georgetown University Law Center. He has served as guest lecturer at the University of Baylor Law School and visiting researcher at the National University of Singapore.

Mr. Parga graduated from the Law School of the University of Guadalajara, México and was awarded a Master of Laws Degree (LL.M.) in the international legal studies program with specialization on patent and intellectual property rights at the Law School of the George Washington University, where he is currently an S.J.D. candidate. He was awarded a Certificate for the International Trade Law Post-Graduate Course by the University Institute of European Studies and the International Training Center of the International Labor Organization in Turin, Italy.

BERNARDO PETRONI

Mr. Bernardo Petroni, a national of Italy, lawyer and legal consultant for Dainese Group S.p.a, has a Law Degree(University of Siena, 1996) and a Master Degree in Law and Economy (University of Ferrara). He is responsible of the Legal Affairs Department and of the Patent and Trademark Department of Dainese S.pa. in Modena.

KIM YOUNG MIN

Mrs. Kim Young Min, a national of Korea, is Director General, Industrial Property Policy Bureau, KIPO(Korean Intellectual Property Office).

During her career she has held the following positions: from June 2006 to June 2007, Director General, Customer Service Bureau, KIPO; from January 2006 to June 2006, Director, Automobile-Shipbuilding Division, MOCIE; from January 2005 to December 2005, Director, Semiconductor-Electrics Division, MOCIE; from March 2004 to January 2005, Director, Planning and Budget Division, MOCIE; from September 2003 to March 2004, Director, Policy Evaluation Division, MOCIE; from August 2000 to July 2007, Commercial Councilor, Korean Mission to the European Union; from September 1999 to January 2000, Director, Europe/Asia Division, MOCIE; from August 1998 to September 1999, Director, Korea Foreign Investment Support Center, MOCIE; from January 1987 to January 1995, Deputy Director, SME Policy Division/International Cooperation Division/America Trade Division, MOCIE(Ministry of Commerce, Industry & Energy); from March 1982, Deputy Director, National Tax Service.

JEREMY PHILPOTT

Mr. Jeremy Philpott, a national of United Kingdom, joined the European Patent Office (EPO) in 2005 to work in the European Patent Academy based in Munich. For over three years he has led the Innovation Support Unit, which promotes and supports patent-related IP training to industry and SME audiences, principally through training events for business advisors and technology transfer officers. This Unit organizes several big seminars every year on patent strategy and IP management, as well as running numerous smaller workshops and arranging for EPO experts to speak at many more events run by partner institutions or at trade conferences.

A major undertaking during 2007 and 2008 was the European Commission's "ip4inno" project (www.ip4inno.eu), which has equipped business advisors and technology transfer professionals with practical knowledge on IP and its commercialisation. Jeremy led the development of the twelve 3-hour teaching modules which were used by the nineteen consortium partners to teach audiences in ten EU countries.

He came to the EPO from the UK, where he had worked at the Patent Office (now the UK IPO) for over 8½ years, first as a patent examiner and later in their marketing department. There he organized seminars and exhibitions and lectured to business and student audiences on a wide range of IP topics. Particularly from 2001 to 2005 he was the press officer for the Patent Office, writing numerous articles on IP strategy, publicizing consultations and training

events as well as briefing journalists on policy, practice, enforcement and a number of often sensitive IP topics.

He has been a consultant editor on three books published by Kogan Page: “Handbook of European Intellectual Property Management (2007; 2nd Ed 2009)” and “A Handbook of Intellectual Property Management (2004; UK focus only).”

He studied at Cardiff University, where he was awarded a B.Sc (Hons) in applied chemistry in 1992, and then a Ph.D in analytical chemistry in 1995. In 2002, he was awarded his post-graduate diploma in law and IP, also from Cardiff University.

ALESSANDRO PIRAS

Mr. Alessandro Piras, a national of Italy, has a degree in Chemistry and a PhD in “Chemical technologies and advanced materials”. He is a patent information specialist, member of the Italian Patent Information Users Group (AIDB). He works in Dintec since July 2007 where he is responsible for industrial property projects. He is one of the co-author of the Italian *Unioncamere* report "Patent and marks observatory. EPO and UAMI data", published in 2008. His professional interests deal with market exploitation of industrial property, technology competitive intelligence and patent statistics.

ARTI K. RAI

Ms. Arti K. Rai, a national of United States of America, was sworn-in as Administrator for External Affairs at the USPTO on October 19, 2009. The Office of External Affairs consists of the Office of Intellectual Property and Enforcement (OIPPE) and the Office of Governmental Affairs (OGA). Those offices report to Ms. Rai.

As Administrator for External Affairs, Ms. Rai serves as a policy adviser to the Under Secretary of Commerce for Intellectual Property and oversees the office's work with Congress on major legislation to reform current patent law and practice, coordination of informational and educational events on piracy and counterfeiting, and implementation of international intellectual property treaties. She is responsible for working with foreign governments to develop and improve their intellectual property laws and systems, and advising the Department of State and the United States Trade Representative (USTR) on drafting, reviewing and negotiating of intellectual property sections in bilateral and multilateral investment treaties and trade agreements as well as advising the USTR on intellectual property issues in the World Trade Organization (WTO).

Ms. Rai, most recently the Elvin R. Latty Professor of Law at Duke University, is an authority in patent law, administrative law, law and the biopharmaceutical industry, and health care regulation. Rai has served as a peer reviewer for Science, Research Policy, the Journal of Legal Studies, various National Academy of Sciences reports on intellectual property, and various NIH study sections. She has also testified before the U.S. Senate on innovation policy issues. Rai is currently the chair of the Intellectual Property Committee of the Administrative Law Section of the American Bar Association. She has also held teaching positions with Harvard Law School, Yale Law School, University of Pennsylvania Law School, University of San Diego School of Law and University of Chicago Law School, Medical School and Graduate School of Public Policy.

Prior to entering academia, Rai clerked for the Honorable Marilyn Hall Patel of the U.S. District Court for the Northern District of California; was a litigation associate at Jenner & Block (doing patent litigation as well as other litigation); and was a litigator at the Federal Programs Branch of the U.S. Department of Justice's Civil Division.

Rai graduated from Harvard College, magna cum laude, with a B.A. in biochemistry and history (history and science), attended Harvard Medical School for the 1987-1988 academic year, and received her J.D., cum laude, from Harvard Law School in 1991.

SANDRINE PITACCOLO BARTOLOMEI

Mrs. Sandrine Pitaccolo Bartolomei, a national of Switzerland, is a lawyer and works for a legal firm based in Geneva which is specialized in Intellectual Property. She is Senior IP Counsel, Head of Rights Acquisition Department. for Richemon Group.

MOHAMMED SAEED HARIB

Mohammed Saeed Harib, a national of the UAE, chose General Arts and Animation as a major when studying at North Eastern University in Boston between 1995 and 2001. He joined Dubai Media City's Marketing department in 2003 and worked on several high level initiatives such as the Dubai International Film Festival, the Ibda'a Media Students Award.

In 2005 Mr. Harib assumed the role of Art Director for the Technology and Media Free Zone Authority. He left TECOM in 2005 and created the Middle East's pioneering 3D animated series. In September of 2005, he established Lammtara Pictures and announced his first animation project FREEJ. FREEJ went on air in September of 2006 to rave reviews from viewers and critics alike.

The first season of FREEJ gained international exposure when picking up the Special Country Award at the Hamburg Animation Awards.

The second season of FREEJ aired in September of 2007 and continued its success by maintaining its position as the number one voted show of the year. Mr. Harib was later chosen by CEO Middle East Magazine as young CEO of the year and was honored by the Dubai International Film Festival's Muhur Awards, picking up "Best UAE Talent" award.

Mr. Harib, through his company Lammtara Pictures, continues to support the Dubai International Film Festival by proudly being a contributing sponsor for the second successive year. He also works closely with various educational institutes in the region, giving many presentations and heading workshops which focus on the importance of Animation in media and education.

ALBERTO SANGIOVANNI VINCENTELLI

Alberto Sangiovanni Vincentelli, a national of Italy, holds the Edgar L. and Harold H. Buttner Chair of Electrical Engineering and Computer Sciences at the University of California at Berkeley. He obtained an electrical engineering and computer science degree ("Dottore in Ingegneria") summa cum laude from the Politecnico di Milano. In 1987, he was Visiting Professor at MIT. He was a co-founder of Cadence and Synopsys, the two leading

companies in the area of Electronic Design Automation. He is a member of the Board of Directors of Cadence and the Chair of its Technology Committee, UPEK, Sonics, and Accent.

He was a member of the HP Strategic Technology Advisory Board, and is a member of the Science and Technology Advisory Board of General Motors. He is a member of the High-Level Group, of the Steering Committee, of the Governing Board and of the Public Authorities Board of the EU Artemis Joint Technology Undertaking.

He is member of the Scientific Council of the Italian National Science Foundation (CNR). He received the Kaufman Award of the Electronic Design Automation Council for “pioneering contributions to EDA” and the IEEE/RSE Wolfson James Clerk Maxwell Medal “for groundbreaking contributions that have had an exceptional impact on the development of electronics and electrical engineering or related fields”. He is an author of over 800 papers, 15 books and 3 patents. He is a Fellow of the IEEE and a Member of the National Academy of Engineering.

CRISTOPHER STOTHERS

Mr. Christopher Stothers, a national of United Kingdom, is an associate in the intellectual property litigation group in the London office of Milbank, Tweed, Hadley and McCloy LLP. His practice covers intellectual property (especially patent litigation and trade mark, copyright and design litigation), pharmaceutical regulation, European Union law, competition law (antitrust) and commercial litigation.

Dr. Stothers is qualified as a solicitor-advocate in England and Wales. He received his B.A. and Ph.D. from Cambridge University (Downing College) and his B.C.L. from Oxford University (Brasenose College). He previously worked for the international law firm Linklaters in London, including a second stage at the European Commission in Brussels. He is an arbitral panelist for .eu domain name disputes at the Czech Arbitration Court, a committee member of the Competition Law Association and on the editorial board of the *Journal of Intellectual Property Law and Practice*. He is a Visiting Lecturer in intellectual property and competition law at University College London, having previously taught at both Cambridge and Oxford Universities. His practitioner textbook “Parallel Trade in Europe: Intellectual Property, Competition and Regulatory Law” was published by Hart Publishing in April 2007. He has published numerous articles in the *European Intellectual Property Review*, the *European Competition Law Review* and the *Journal of Intellectual Property Law and Practice* and has contributed chapters to books on intellectual property, antitrust and European Union law. He is also a regular conference speaker, having presented papers at the Fordham Intellectual Property Conference, the Licensing Executives Society, the Practising Law Institute, the American Intellectual Property Law Association and the College of Europe.

EDO VAN HASSELT

Mr. Edo Van Hasselt, a national of Peru, is the manager of Korn Snacks del Perú SAC (Lima, Perú, which is producing and exporting korn).

His most significant professional experiences: Head, Operations and Research, for América Producciones S.A. (Lima); from 1997 to 2000; Latin America Representative for J

Rumbaut Media Brokers (Miami), from 1996 to 1997; Free-Lance for ABC Capital Cities (México D.F.); from 1994 to 1995 Head, *Telenoticias* (México D.F.) in 1995; Supervisor, Canal Plus (Madrid), from 1989 to 1992 y from 1994 to 1995; Consultant for VT Plastics (Madrid) from 1989 to 1993; Project Manager for Corporate Media Technical Systems & Ass. (Austin) from 1988 to 1990.

DAPHNE YONG-D'HERVÉ

Mrs. Daphne Yong-d'Hervé is Senior Policy Manager for intellectual property and competition at the ICC (International Chamber of Commerce) and is based in Paris. Her responsibilities include helping develop and promote ICC's policies in these areas. As Intellectual Property Counsel, she also advises on internal intellectual property matters and participates in the management of ICC's intellectual property portfolio.

Before joining ICC, she worked in law firms and in industry in Malaysia, London and Paris. She holds a law degree from St Catherine's College, Cambridge University, UK, and is qualified as a barrister at the Bar of England and Wales and as an advocate and solicitor at the Malaysian Bar.

STEFANO ZAMBON

Stefano Zambon, a national of Italy, is a leading scholar in the field of intangibles and intellectual capital. He is currently Chair of Accounting and Business Economics at the University of Ferrara, Italy. He holds a Ph.D. and an M.Sc. from the London School of Economics, and a B.Sc from the University of Venice. He is the Coordinator of the Doctoral Programme in Economics and Management and the Director of the "CFO Master Programme" at the University of Ferrara. He has been a visiting scholar at Warwick Business School and London Business School; ESCP, HEC, and CNAM in Paris; the Universities of Reading, Melbourne, Boston, Metz, Canterbury (NZ), Waseda (Tokyo), and the Stern School of Business (NYU). He is a vice-president of the International Association for Accounting Education and Research (IAAER). He was a member of the Executive Committee of the European Accounting Association. Member of the editorial boards of the *European Accounting Review*, *Comptabilité-Contrôle-Audit*, the *International Journal of Accounting*, the *Journal of Information Systems*, and *De Computis (Spanish Journal of Accounting History)*. He has published several books and articles in international journals in the areas of management and reporting of intangibles, international and comparative financial reporting, accounting history, and critical accounting theory. He has been the coordinator of a study for the European Commission on the measurement of intangible assets, and an invited key-note speaker at OECD, United Nations, European Parliament, European Commission, and Chinese and Japanese Governments' events. He is a founding member of the global network "World Intellectual Capital Initiative" (WICI) as well as of the network "WICI Europe". He is the Acting Chairman of WICI Europe.

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