



WEBINAR

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ORIGINAL: ENGLISH
DATE: MARCH 3, 2021

Webinar: How to Protect and Promote Your Culture – Collective Marks and Certification Marks

organized by
the World Intellectual Property Organization (WIPO)

Geneva (Virtual), March 24, 2021

PROGRAM

prepared by the International Bureau of WIPO

Wednesday, March 24, 2021

15.00 – 15.05 **Opening**

Mr. Wend Wendland, Director, Traditional Knowledge Division, Global Challenges and Partnerships Sector, World Intellectual Property Organization (WIPO), Geneva

15:05 – 15:10 **Introduction**

Ms. Anna Sinkevich, WIPO Indigenous Fellow, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

15.10 – 15.30 **Experiences of Indigenous Peoples and Local Communities using Collective Marks and Certification Marks**

Presentations: *Taita Basket Collective Mark*
Ms. Dorcas Gombe Mwambeta, Taita Basket Association, Kenya

Sámi Duodji Certification Mark
Ms. Christina Hætta, Head, Cultural Unit, Saami Council, Norway

15.30 – 15.55 **How can Collective Marks and Certification Marks be useful for IPLCs?**

Presentation: Mr. Jacob Adams, Intellectual Property Law Practitioner, United States of America

15.55 – 16.10 **Questions & Answers**

16.10 – 16.15 **Wrap-up of the Webinar and Closing Remarks**

Ms. Anna Sinkevich

Closing of Webinar

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