



JAPAN PATENT OFFICE



STUDY PROGRAM

WIPO/IP/TYO/10/INF/1
ORIGINAL: ENGLISH
DATE: NOVEMBER 2010

Global Intellectual Property (IP) Protection Systems with Particular Reference to the Patent Cooperation Treaty (PCT) System and the Madrid System for the International Registration of Marks

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Japan Patent Office (JPO)

Tokyo, Japan, November 11 and 12, 2010

PROGRAM

prepared by the International Bureau of WIPO

Thursday, November 11, 2010

9.30 – 9.45	Opening ceremony	
	Welcome addresses by:	
		Dr. Masahiro Hashimoto, Director General, Trademark, Design and Administrative Affairs Department, Japan Patent Office (JPO), Tokyo
		Mr. Takashi Yamashita, Director, PCT International Cooperation Division, World Intellectual Property Organization (WIPO), Geneva
9.45 – 10.00	Coffee Break	
THEME 1:	SIGNIFICANCE OF THE GLOBAL INTELLECTUAL PROPERTY (IP) PROTECTION SYSTEMS AND RECENT DEVELOPMENTS IN THE SYSTEMS	
10.00 – 10.45	Topic 1	Global IP Protection Systems for Promotion of Innovation and Business Competitiveness: Japan's Experience
		Speaker: Dr. Masahiro Hashimoto
	Discussion	
10.45 – 12.15	Topic 2	Recent Developments in Global IP Protection Systems and their Advantages for Developing Countries
		Speaker: Mr. Takashi Yamashita (PCT System)
		Speaker: Mr. Neil Wilson, Director, Functional Support Division, World Intellectual Property Organization (WIPO), Geneva (Madrid System)
	Discussion	
12.15 – 14.00	Lunch Break	JPO Welcome Lunch
14.00 – 15.30	Topic 3	Recent Developments in Information Technology (IT) and the Effective Use of Global IP Protection Systems
		Speaker: Mr. Takashi Yamashita (PCT System)
		Speaker: Mr. Neil Wilson (Madrid System)
15.30 – 16.00	Coffee Break	
THEME 2:	EFFECTIVE USE OF PCT SYSTEM FOR GLOBAL INTELLECTUAL PROPERTY PROTECTION	
16.00 – 17.00	Topic 4	PCT System as an Important Tool for Business in a Global Market: The Role of Attorneys
		Speaker: Mr. Takaki Nishijima, Partner, Nakamura & Partners, Tokyo
	Discussion	

Friday, November 12, 2010

9.30 – 10.30	Topic 5	Advantages and Limitations of the PCT System from the User Perspective
		Speaker: Mr. Takae Ota, Manager, Intellectual Property Department, Sekisui Chemical Co., LTD., Kyoto
		Discussion
10.30 – 11.00	Coffee Break	
11.00 – 12.30	Topic 6	The Role of National IP Offices to Promote the Strategic Use of the PCT System: Challenges and Prospects
		Speakers: Mr. Aiji Aoki, Director, International Application Division, Japan Patent Office (JPO), Tokyo
		Mr. Xiang Li, Deputy Director, PCT1 Division, State Intellectual Property Office of the People's Republic of China (SIPO), Beijing
		Discussion
12.30 – 14.00	Lunch Break	
THEME 3:	INCREASING DEMAND FOR GLOBAL IP PROTECTION SYSTEMS IN ASIA AND THE PACIFIC	
14.00 – 15.30	Topic 7	Current Status and Future Perspectives of Regional States on Global IP Protection Systems
		Moderator: Mrs. Maria-Antonieta De Icaza, Head, WIPO Japan Office, World Intellectual Property Organization (WIPO), Tokyo
		Speakers: Presentations by China, India, Indonesia, Malaysia and Mongolia
15.30 – 16.00	Coffee Break	
16.00 – 17.30	Topic 7 (cont'd)	Current Status and Future Perspectives of Regional States on Global IP Protection Systems
		Speakers: From Philippines, Sri Lanka, Thailand and Viet Nam

17.30 – 18.00 Roundtable: The Role of Government and Private Sector for
Promotion of Innovation and Business
Competitiveness through the Strategic Use of Global
IP Protection Systems

Moderator: Mrs. Maria-Antonieta De Icaza

Speakers: All participants and speakers

18.00 Closing ceremony

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