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MINISTRY OF CULTURE OF SPAIN



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND CULTURAL HERITAGE IN THE DIGITAL WORLD

Jointly organized by
the World Intellectual Property Organization (WIPO)

and

the Ministry of Culture of Spain

Madrid, October 29 and 30, 2009

PROGRAM

prepared by the WIPO Secretariat

Thursday, October 29, 2009

09.30 – 10.00 Welcome address by:

World Intellectual Property Organization (WIPO)

Ministry of Culture of Spain

10.00 – 10.30 Intellectual property and cultural heritage at the crossroads of law, technology and business: a view from WIPO

Speaker: Mr. Richard Owens, Director, Copyright E-Commerce Technology and Management Division, WIPO

Theme I: Cultural Heritage Institutions as Users of Intellectual Property: Accessing and Preserving Cultural Heritage

10.30 – 11.00 Topic 1: Intellectual property issues related to digital preservation, display, public communication and reproduction of cultural heritage

Speaker: Mr. Juan José Marin, Professor of Law, Universidad de Castilla - La Mancha, Toledo and Lawyer, Gómez-Acebo & Pombo, Madrid

11.00 – 11.30 Coffee Break

11.30 - 12.00 Topic 2: Libraries as custodians of cultural heritage in Spain and the European Union

Speaker: Ms. Milagros Del Corral, Director, National Library of Spain, Madrid

12.00 – 12.30 Topic 3: Libraries, archives and cultural heritage in Latin America: the experience of Chile

Speaker: Ms. Nivia Palma, Director, Dirección Bibliotecas, Archivos y Museos de Chile, Santiago de Chile

- 12.30 – 13.00 Topic 4: Accessing cultural heritage online: the role of rightsholders
- Speaker: Ms. Magdalena Vinent, Managing Director, CEDRO, Madrid
- 13.00 – 13.15 Topic 5: The perspective of search engines
- Speaker: Mr. Yoram Elkaim, Head of Legal, Southern Europe, Google, Paris
- 13.15 – 14.00 Round Table discussion
- Moderator: Mr. Carlos Guervós, Director, Copyright Unit, Ministry of Culture, Madrid
- 14.00 – 15.30 Lunch
- 15.30 – 16.00 Topic 6: Identifying and accessing cultural heritage in the digital environment: the public domain, orphan works and the role of registries
- Speaker: Mr. Andrés Guadamuz, Professor of Law, University of Edinburgh, Edinburgh
- 16.00 – 16.30 Topic 7: Documentation and digitization of intangible cultural heritage: the experience of WIPO
- Speaker: Ms. Brigitte Vezina, Consultant, Traditional Knowledge Division, WIPO
- 16.30 – 17.00 Coffee Break
- 16.45 – 17.45 Round Table discussion
- Moderator: Mr. Victor Vázquez López, Senior Counselor, Copyright E-Commerce Technology and Management Division, WIPO

Friday, October 30, 2009

Theme II: Cultural Heritage Institutions as Creators, Owners and Managers of Intellectual Property

09.30 – 10.00 Topic 8: The commercial value of cultural heritage: markets and the “Experience Economy”

Speaker: Ms. Rina Pantalony, Author, *WIPO Guide on Managing Intellectual Property for Museums*, New York

10.00 – 11.00 Topic 9: Displaying art on the Web: the experience of major museums

Speakers: Mr. Javier Docampo, Head of Documentation, Museo Nacional del Prado, Madrid

Ms. Maria Pallante, Associate Register for International Affairs, US Copyright Office; Former Legal Adviser, Guggenheim Museum, New York

11:00 – 11.30 Coffee Break

11.30 – 12.00 Topic 10: Legal challenges for preserving and accessing photographic archives: the experience of the Televisa Foundation, Mexico

Speaker: Ms. Carmen Quintanilla Madero, Intellectual Property Director, Grupo Televisa, Mexico City

12.00 – 12.30 Topic 11: Preservation of web-based materials: the experience of the National Library of the Netherlands

Speaker: Ms. Annemarie Beunen, Copyright Lawyer, National Library of the Netherlands, The Hague

12.30 – 13.00 Topic 12: Online use of cultural heritage in educational institutions:
an example from Spain

Speaker: Ms. Ana Álvarez Lacambra, Content Coordinator of
Red.es, Madrid

13.00 – 14.00 Round Table discussion

Moderator: Mr. Richard Owens

14.00 – 14.15 Closing Remarks

Ministry of Culture and WIPO

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