



SUB-REGIONAL SEMINAR

WIPO/IP/JU/MNL/22/INF/1
ORIGINAL: ENGLISH
DATE: OCTOBER 24, 2022

Sub-Regional Seminar on Intellectual Property (IP) Enforcement in the Digital Environment for Government and Law Enforcement Officials

organized by

the World Intellectual Property Organization (WIPO)

and

the Intellectual Property Office of the Philippines (IPOPHL)

in cooperation with

the Association of Southeast Asian Nations (ASEAN)

and

the Japan Patent Office (JPO)

Manila, Philippines, October 27 and 28, 2022

PROGRAM

prepared by the International Bureau of WIPO

Thursday, October 27, 2022

9.00 – 9.30		Registration
9.30 – 10.00		Welcome remarks Atty. Rowel S. Barba, Director General, Intellectual Property Office of the Philippines, Chair, ASEAN Working Group on Intellectual Property Cooperation (AWGIPC) Mr. Sugiyama Takuya, Director, Anti-Counterfeit Office, International Cooperation Division, Japan Patent Office (JPO), Tokyo Mr. J. Todd Reves, Director, Building Respect for Intellectual Property Division, Global Challenges and Partnerships Sector, World Intellectual Property Organization (WIPO), Geneva
10.00 – 10.10		Group Photo
10.10 – 10.30	Topic 1	A Global Approach to IP Enforcement - Building Respect for IP Speaker: Mr. Samer Al Tarawneh, Legal Counsellor, Building Respect for Intellectual Property Division, Global Challenges and Partnerships Sector, WIPO, Geneva
10.30 – 10.45		Coffee Break
10.45 – 11.25	Topic 2	IP Infringement in the Digital Environment – Global Overview Speakers: Ms. Monica Pop, Prosecutor, Prosecutor’s Office attached to Oradea Court of Appeal, Oradea Mr. James Yoon, International Computer Hacking & IP Attorney Advisor for Asia, U.S. Department of Justice, U.S. Consulate General for Hong Kong & Macau, Hong Kong
11.25 – 11.35		Q&A
11.35 – 12.45	Topic 3	Country Reports – IP Enforcement Challenges and Experiences in the Digital Environment Moderator: Mr. Todd Reves Speaker: One representative per participating country
12.45 – 14.45		Lunch Break
14.45 – 15:15	Topic 4	Practices and Challenges in the Investigation of Online IP Infringements – Approach in the Philippines Speaker: Mr. Pltcol Jay D. Guillermo, Office-In-Charge, Cyber Response Unit, Philippine National Police (PNP), Quezon City

15.15 – 16:15 **Topic 5 Practices and Challenges in the Investigation of Online IP Infringement – Experience at the International Level**

Speakers: Ms. Monica Pop

Mr. James Yoon

16.15 – 16.30 **Question and Answers**

Friday, October 28, 2022

9.00 – 9.30 **Topic 6 Border Enforcement - Approach in the Philippines**

Speaker: Mr. Antonio Aylemer R. Percela, Intelligence Officer 2, Bureau of Customs, Manila

9:30 – 9.50 **Topic 7 Disposal of IP-infringing Goods**

Speaker: Mr. Samer Al Tarawneh

9.50 – 10.50 **Topic 8 The Role of the Right Holders in the Fight Against Counterfeiting and Piracy- Experience of Japanese Right Holders**

Speakers: Mr. Jun Okubo, General Manager Legal Affairs, Intellectual Property Department, Yonex, Tokyo

Mr. Yosuke Sugata, Manager, Intellectual Property Department, Canon, Singapore

10.50 – 11.05 **Question and Answers**

11.05 – 11.20 Coffee Break

11.20 – 12.50 **Topic 9 The Protection of IPRs – Inter-agency Cooperation and Coordination**

National level: Mr. Ahmad Rifadi, Deputy Director Prevention and Dispute Settlement, Directorate Investigation and Dispute Settlement, Directorate General of Intellectual Property, Ministry of Law and Human Rights, Jakarta

Regional level: Atty. Teodoro C. Pascua, Deputy Director General, Intellectual Property Office of the Philippines, and Chair, ASEAN Network on IP Enforcement Experts (ANIEE), Manila,

International level: Ms. Monica Pop

Mr. James Yoon

12.50 – 14.30 Lunch Break

14.30 – 15.30 **Topic 10 Strategies and Tools of Online Platforms in Combating Counterfeiting and Piracy**

Speakers: Mr. Jason Brasileno, Vice-President, Head of Business and Enterprise Risk, Lasada Philippines, Metro Manila

Ms. Susana Grace Pronstroller, Legal Director of Zalora South East Asia Pte. Ltd. and Data Protection Officer, BF Jade E-Services Philippines Inc. (ZALORA Philippines), Metro Manila

15.30 – 15.50 **Topic 11 Cooperation with Advertisers - WIPO ALERT**

Speaker: Mr. Todd Reves

15.50 – 16.05 **Question and Answers**

16.05 – 16.40 **Roundtable Discussion - The Way Forward**

Moderator: Mr. Samer Al Tarawneh

16:40 – 17.00 **Closing**

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