



INAPI



INTERNATIONAL SYMPOSIUM

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Protection of Industrial Designs

organized by
the World Intellectual Property Organization (WIPO)

and
the National Institute of Industrial Property of Chile (INAPI)

Santiago, Chile, November 16 and 17, 2011

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 16, 2011

8.00 – 9.15 Registration

9.15 – 9.45 Opening Ceremony

Opening addresses by:

Mr. Tomás Flores Jaña, Under-Secretary of Economy, Ministry of Economy, Promotion and Tourism, Santiago

Ms. Wang Binying, Deputy Director General, World Intellectual Property Organization (WIPO), Geneva, Switzerland

Mr. Maximiliano Santa Cruz Scantlebury, National Director, National Institute for Industrial Property of Chile (INAPI), Santiago

9.45 – 11.15 Innovating Through Designs

Traditionally, innovation has been measured in terms of technology. This panel will set the tone of the symposium by explaining how design is also an essential component of innovation and how, in an environment of fierce competition, design can make the difference. Speakers will share their experiences in the development of design strategies and explain how those strategies have contributed, or are intended to contribute, to the competitiveness of enterprises.

Moderator: Mr. Marcus Höpperger, Director, Trademark and Design Law Division, Brands and Designs Sector, WIPO

Speakers: Mr. James Moultrie, Lecturer in Design Management, University of Cambridge, Cambridge, United Kingdom

Dr. Darlie Koshy, Director General and CEO, Institute of Apparel Management/Apparel Training and Design Centre, Gurgaon, India

Mr. Mauricio Russo, Founder of Casa and Ideas, Santiago

11.15 – 11.45 Coffee Break

11.45 – 12.45 How to Protect Designs - Current Developments and Tendencies

Speakers will look at the different means of protection of designs in their respective regions, as well as at current tendencies in the choice of specific means of protection by design-holders. This panel will also explore the latest developments relating to the protection of designs at the multilateral level.

Moderator: Mrs. Maria Paola Rizo, Head, Industrial Design and Geographical Indication Law Section, Brands and Designs Sector, WIPO

Speakers: Mr. David Stone, Partner, Simmons and Simmons, Chair of the Designs Team of MARQUES, the Association of European Trade Mark Owners, London

Mr. Christopher Garani, McAndrews Held and Malloy Ltd.,
Chicago, United States of America

12.45 – 14.30 Lunch Break

14.30 – 16.00 How to Protect Designs - Current Developments and Tendencies (Part II)

Moderator: Mr. Max Villaseca, President, Chilean Association of Intellectual Property, Santiago

Speakers: Mr. Andrew Layton, Trademarks and Designs Director, United Kingdom Intellectual Property Office, Newport, United Kingdom

Mr. Ji-hoon Kim, Design Expert, Korean Intellectual Property Office (KIPO), Daejeon, Republic of Korea

Mr. Javier Vera, Director, Department of Patents and Technological Information, Spanish Office of Trademarks and Patents, Madrid

16.00 – 16.30 Coffee Break

16.30 – 18.00 Selected Case Studies

Speakers will describe the role of design in their respective enterprises and the strategies to protect it.

Moderator: Mr. Esteban Figueroa, Deputy Director for Patents and Industrial Designs, INAPI, Santiago

Speakers: Mrs. Rafaela Luft Dávalos, Director General, Fondo Nacional para el Fomento de las Artesanías (FONART), Mexico City

Mr. Shuji Kato, Manager, Asaka Department, Intellectual Property Division, Honda Motor Co., LTD., Asaka-shi, Japan

Mr. Javier Nieto, President, Santa and Cole, Barcelona, Spain

19.00 – 20.30 Welcome Reception offered by WIPO

Thursday, November 17, 2011

9.15 – 11.00 Designs in Some Countries of the Latin American Region

This panel will analyze recent developments in the design laws and policies in several countries of the region.

Moderator: Ms. Ana Novik A., Director, Multilateral Economic Affairs, General Directorate of International Economic Relations, Santiago

Speakers: Mrs. Susana Serrão, General Coordinator of Geographical Indications and Registers, National Institute of Industrial Property (INPI), Rio de Janeiro

Mr. Javier Ricardo Mejía Sarmiento, Innovation, Research and Development Advisor, Ministry of Commerce, Industry and Tourism, Bogota

Mr. Adrián Cohan, Member of the Advisory Committee, Center of Research and development in Industrial Design, National Institute of Industrial Technology (INTI), Buenos Aires

11.00 – 11.30 Coffee Break

11.30 – 12.30 The Regional and International Protection of Designs

This Panel will describe the registered community design system in the European Union and will explain the functioning and latest developments of the Hague Agreement Concerning the International Registration of Industrial Designs.

Moderator: Mr. Marcus Höpperger, WIPO

Speakers: Mr. Dimitrios Andrianopoulos, Chief Design Examiner, Designs Service, Operations Department, Office for Harmonization in the Internal Market (Trade Marks and Designs) (OHIM), Alicante, Spain

Mr. Grégoire Bisson, Head, International Designs Registry, Brands and Designs Sector, WIPO

12.30 – 13.00 Discussion

13.00 – 13.15 Closing Remarks addressed by:

Mr. Maximiliano Santa Cruz Scantlebury, INAPI

Ms. Wang Binying, WIPO

15.00 Visit to a Design Center

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