



German Patent
and Trade Mark Office



NATIONAL SEMINAR

WIPO/IP/DE/14/INF/2.PROV
ORIGINAL: ENGLISH
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WIPO Services and Initiatives

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the German Patent and Trade Mark Office (DPMA)

Berlin, Germany, July 2, 2014

PROVISIONAL PROGRAM

prepared by the Secretariat of WIPO and the DPMA

Kindly supported by:



Wednesday, July 2, 2014

09.30 a.m. – 10.00 a.m. **REGISTRATION**

10.00 a.m. – 10.20 a.m. **OPENING SESSION**

Welcome addresses by:

- Mr. Günther Schmitz, Vice-President, German Patent and Trade Mark Office (DPMA), Munich
- Mr. Christian Wichard, Deputy Director General, Global Challenges Sector, World Intellectual Property Organization (WIPO), Geneva

SESSION I

10.20 a.m. – 10.50 a.m. Topic 1: Introduction to WIPO
Development of the International Legal Framework
Major Intellectual Property Economic Studies

Speaker: Mr. Christian Wichard, Deputy Director General, Global Challenges Sector, WIPO

10.50 a.m. – 11.20 a.m. Topic 2: The Patent Cooperation Treaty (PCT)
Introduction and Future Developments

Speaker: Mr. Matthias Reischle, Deputy Director, PCT Legal Division, Innovation and Technology Sector (ITS), WIPO

11.20 a.m. – 11.50 p.m. Topic 3: Global IP Systems
The Madrid System for the International Registration of Marks
The Hague System for the International Registration of Industrial Designs
The Lisbon System for the International Registration of Appellations of Origin

Speaker: Ms. Debbie Roenning, Director, Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

11.50 a.m. – 12.10 p.m. Topic 4: The DPMA as WIPO's cooperation partner and service provider for the users of the IP system

Speaker: Mr. Hubert Rothe, Head of Division Information Services for the Public, DPMA

12.10 p.m. – 12.40 p.m. Topic 5: WIPO Services: Perspectives from German Users
Speakers: Dr. Christof Keussen, Patent attorney, Vice president of the German chamber of patent attorneys, Hamburg

12.40 p.m. – 1.40 p.m. Lunch Break

SESSION II

1.40 p.m. – 2.10 p.m. Topic 6: The Role National and International Professional Associations play at WIPO

Speaker: Dr. Anke Nordemann-Schiffel, Attorney at law, GRUR Berlin

2.10 p.m. – 2.40 p.m. Topic 7: WIPO Arbitration and Mediation Alternative Dispute Resolution

Speaker: Mr. Christian Wichard, Deputy Director General, Global Challenges Sector, WIPO

2.40 p.m. – 3.10 p.m. Topic 8: Global Databases for IP Platforms and Tools for the Connected Knowledge Economy

Speaker: Mr. Christophe Mazenc, Head, Global Databases Service, Global Infrastructure Sector, WIPO

3.10 p.m. – 3.40 p.m. Coffee break

3.40 p.m. – 4.00 p.m. Topic 9: Importance of IP to Innovation & Success for SME

Speaker: Ms. Ina Krüger, Project Manager Technology Services, Berlin Partner für Wirtschaft und Technologie GmbH

4.00 p.m. – 5.00 p.m. **PLENARY DISCUSSION**

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