



THE UNITED KINGDOM INTELLECTUAL PROPERTY OFFICE

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## SEMINAR

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**WIPO/IP/GB/14/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: SEPTEMBER 15, 2014**

## WIPO Services and Initiatives

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the United Kingdom Intellectual Property Office (IPO)

**London, October 6, 2014**

PROVISIONAL PROGRAM

*prepared by the Secretariat*

Monday, October 06, 2014

9.00 a.m. **ARRIVAL**

9.20 a.m. – 9.35 a.m. **OPENING SESSION**

Welcome addresses by:

- Baroness Neville-Rolfe DBE CMG, Minister for Intellectual Property
- Mr. Yo Takagi, Assistant Director General, Global Infrastructure Sector, WIPO

9.35 a.m. – 9.50 a.m. **Topic 1:** Introduction to WIPO  
Development of the International Legal Framework  
Major Intellectual Property Economic Studies

Speaker: Mr. Víctor Vázquez, Head, Section for Coordination of Developed Countries, Department for Transition and Developed Countries, WIPO

9.50 a.m. – 10.10 a.m. **Topic 2:** The Patent Cooperation Treaty (PCT) –  
Introduction and Future Developments

Speaker: Mr. Michael Richardson, Deputy Director, PCT Business Development Division, Innovation and Technology Sector, WIPO

10.10 a.m. – 10.40 a.m. **Topic 2:** Panel Discussion – The PCT in practice

Moderator: Mr. Julyan Elbro, Divisional Director, Patent Examination, IPO

Panelists: Mr. Michael Richardson, WIPO  
Dr. Hazel Craven, Senior Legal Adviser, Patents Directorate, IPO  
UK stakeholder to be confirmed

Questions and Answers

10.40 a.m. – 11.05 a.m. Coffee break

11.05 a.m. – 11.25 a.m. **Topic 3:** Global Intellectual Property Systems:  
(a) The Madrid System for the International Registration of Marks  
(b) The Hague System for the International Registration of Industrial Designs

Speaker: Ms. Asta Valdimarsdottir, Director, Operations Division,  
Madrid Registry, Brands and Designs Sector, WIPO

11.25 a.m. – 11.55 a.m. **Topic 3:** Panel Discussion – The Madrid and Hague Systems in  
practice

Moderator: Mr. Steve Rowan, Divisional Director, Trade Marks and  
Designs, IPO

Panelists: Ms. Asta Valdimarsdottir, WIPO  
Mr. Mike Foley, Head of International Policy, Trade Marks  
and Designs, IPO  
Mr. Alun Lewis, International Trade Marks Examiner, IPO

Questions and Answers

11.55 a.m. – 12.25 p.m. **Topic 4:** Global Databases for Intellectual Property Platforms and  
Tools for the Connected Knowledge Economy

Speaker: Mr. Yo Takagi, WIPO

12.25 p.m. – 12.45 p.m. **Topic 5:** Practical Tips on Alternative Dispute Resolution

Speaker: Mr. Víctor Vázquez, WIPO

12.45 p.m. – 1.15 p.m. **CLOSING SESSION**

Questions and Answers

1.15 p.m. – 2.45 p.m. Lunch break with one-to-one sessions on patents, trademarks and  
databases

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