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SEMINAR

**WIPO/IP/UTC/14/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: APRIL, 2014**

WIPO Services and Initiatives

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Netherlands Patent Office (NPO) and the Benelux Office for Intellectual Property (BOIP)

Utrecht, Netherlands, May 22, 2014

PROVISIONAL PROGRAM

prepared by the Secretariat of WIPO

Thursday, May 22, 2014

9.00 a.m. – 9.30 a.m. Coffee break

9.30 a.m. – 9.40 a.m. **OPENING SESSION**

Welcome addresses by:

- Mr. Wouter Pijzel, Director, Dutch Association of Inventors (NOVU), Utrecht
- Mr. Derk-Jan de Groot, Director, Netherlands Patent Office (NPO), The Hague
- Mr. Hugues Derème, Deputy Director General, Benelux Office for Intellectual Property (BOIP), The Hague
- Mr. Yo Takagi, Assistant Director General, Global Infrastructure Sector, World Intellectual Property Organization (WIPO), Geneva

9.40 a.m. – 10.00 a.m. **SESSION I**

Topic 1: Introduction to WIPO
Development of the International Legal Framework
Major Intellectual Property Economic Studies

Speaker: Mr. Erik Wilbers, Director, Arbitration and Mediation Center, Global Issue Sector, WIPO

10.00 a.m. – 10.25 a.m. Topic 2: The Patent Cooperation Treaty (PCT) –
Introduction and Future Developments

Speaker: Mr. Claus Matthes, Director, PCT Business Development Division, Innovation and Technology Sector (ITS), WIPO

10.25 a.m. – 10.40 a.m. Topic 2: The PCT – The actual practice (questions, experiences, discussion):

Moderator: Mr. Robbert-Jan de Lang, Partner, Dutch & European Patent Attorney (EP&C), Utrecht

Speakers: Mr. Claus Matthes
Ms. Eva van Wanrooij, Director Patent Law, Janssen Infectious Diseases & Diagnostics, Beerse

Questions and Answers

10.40 a.m. – 11.00 a.m. Coffee break

- 11.00 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: Mr. David Muls, Madrid Registry, Brands and Designs
Sector, WIPO
- 11.25 a.m. – 11.40 a.m. Topic 3: Global Intellectual Property Systems: The actual practice
(questions, experiences, discussion)
(a) The Madrid System for the International
Registration of Marks
(b) The Hague System for the International
Registration of Industrial Designs
- Moderator: Huib Berendschot, Partner, AKD Advocaten - IP &
Technology Practice Group), Amsterdam
- Speakers: Mr. David Muls
Dutch entrepreneur
- Questions and Answers
- 11.40 a.m. – 12.05 p.m. Topic 4: Global Databases for Intellectual Property Platforms and
Tools for the Connected Knowledge Economy
- Speaker: Mr. Yo Takagi
- 12.05 p.m. – 12.25 p.m. Topic 5: Practical Tips on Alternative Dispute Resolution
- Speaker: Mr. Erik Wilbers
- 12.25 p.m. – 12.45 p.m. **CLOSING SESSION**
Questions and Answers
- 12.45 p.m. – 2.00 p.m. Lunch break with specific Sessions (Patents, Trademarks and
Databases)

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