



JAPAN PATENT OFFICE



SEMINAR

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Global Intellectual Property Strategy and WIPO Services

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Japan Patent Office (JPO)

Osaka, Japan, November 28, 2014

PROVISIONAL PROGRAM

Prepared by the secretariat

supported by:



Japan Intellectual Property Association (JIPA)

Friday, November 28, 2014

9.15 a.m. – 9.45 a.m. Reception

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

Welcome addresses by:

- Mr. Yukio Hokura, Director General, Patent and Design Examination Department, Japan Patent Office (JPO)
- Mr. Kazushi Takemoto, President, Japan Intellectual Property Association (JIPA) [Suntory Holdings Limited]
- Mr. Yo Takagi, Assistant Director General, Global Infrastructure Sector, World Intellectual Property Organization (WIPO), Geneva

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

Speaker: Mr. Christopher Ruggiero, Senior Legal Officer, Section for the Coordination of Developed Countries, WIPO

10.20 a.m. – 10.40 a.m. **Topic 2:** The Patent Cooperation Treaty (PCT) –
Introduction and Future Developments

Speaker: Mr. Matthew Bryan, Director, PCT Legal Division, Innovation and Technology Sector, WIPO

10.40 a.m. – 10.55 a.m. Global Patenting Strategy and the PCT:

Speaker: Mr. Tetsunori Minato, Vice Chairperson, International Affairs Committee, JIPA, (IPICS CORPORATION)

10.55 a.m. – 11.15 a.m.: Panel discussion:

Moderator: Mr. Kazuo Hoshino, Director, Policy Planning and Research, Customer Relations Policy Division, Trademark and Customer Relations Department, JPO

Panelists: Mr. Tetsunori Minato, JIPA

Mr. Matthew Bryan, WIPO

11.15 a.m. – 11.35 a.m. Coffee break

11.35 a.m. – 11.55 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. Debbie Roenning, Director, Legal Division, Madrid
Registry, Brands and Designs Sector, WIPO

11.55 a.m. – 12.10 p.m. Global Branding Strategy and the Madrid System:

Speaker: Mr. Junichi Honda, Vice Chairperson, Trademark
Committee, JIPA, (Otsuka Pharmaceutical Co., Ltd.)

12.10 p.m. – 12.30 p.m. Panel Discussion:

Moderator: Mr. Naohito Kaneko, Director, Trademark Policy Planning
Office, Trademark Division, Trademark and Customer
Relations Department, JPO

Panelists: Mr. Junichi Honda, JIPA

Ms. Debbie Roenning, WIPO

12.30 p.m. – 1.30 p.m.: Lunch and Networking

1.30 p.m. – 1.50 p.m. **Topic 4:** Global Databases for Intellectual Property Platforms and
Tools for the Connected Knowledge Economy

Speaker: Mr. Yo Takagi, WIPO

1.50 p.m. – 2.10 p.m. Panel Discussion: The Value of WIPO Database Services for IP
Globalization

Moderator: Mr. Yuichiro Nakaya, Director, International Affairs,
Information Technology Planning Office, Policy Planning
and Coordination Department, JPO

Panelists: Mr. Shuichi Takayama, Deputy Chairperson, Information
Search Committee, JIPA, (Panasonic Corporation)

Mr. Yo Takagi, WIPO

2.10 p.m. – 2.40 pm **Topic 5:** Practical Tips on Alternative Dispute Resolution

Speakers: Mr. Matthew Bryan, WIPO

Mr. Teruo Kato MCI Arb Solicitor, England & Wales, WIPO
Neutral, Takeda & Hasegawa

2.40 p.m. – 3.00 p.m. **Topic 6:** Japanese Government policy for IP globalization and cooperation with WIPO

Speaker: Masaru Takahashi, Deputy Counsellor, Secretariat of Intellectual Property Strategy Headquarters

3.00 p.m. –3.30 p.m. **CLOSING SESSION**

Questions and Answers

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