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## ROVING SEMINAR

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**WIPO/RS/IP/AU-NZ/19/INF/1/PROV.1**  
**ORIGINAL: ENGLISH**  
**DATE: FEBRUARY 18, 2019**

## WIPO Services and Initiatives

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the New Zealand Intellectual Property Office (IPONZ)

**Auckland, April 8, 2019**

PROVISIONAL PROGRAM

*Prepared by the Secretariat*

**The Maritime Room**

Princes Wharf, Corner Quay and Hobson Streets, Auckland

Monday, April 8, 2019

9.00 a.m. – 9.30 a.m.      **REGISTRATION**

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

Welcome addresses by:

- Mr. Simon Gallagher, National Manager, IPONZ
- Mr. Erik Wilbers, Senior Director, WIPO Arbitration and Mediation Center, Patents and Technology Sector, PTS, WIPO

10.00 a.m. – 10.20 a.m.      **Topic 1:    WIPO Introduction**

Speaker:    Mr. Erik Wilbers, WIPO

10.20 a.m. – 11.00 a.m.      **Topic 2:    The Patent Cooperation Treaty (PCT):  
Updates, Challenges and Successful Examples**

Speaker:    Mr. Matthew Bryan, Director, PCT Legal and User Relations Division, PCT Legal an International Affairs Department, Patents and Technology Sector, PTS, WIPO

11.00 a.m. – 11.30 a.m.      **PCT Updates and Tips from the Office Perspective**

Speaker:    Dr. Neroli Ayling, Patents Team Leader  
New Zealand Intellectual Property Office (IPONZ)

11.30 a.m. – 11.45 a.m.      **Coffee Break**

11.45 a.m. – 12.25 p.m.      **Topic 3    The Madrid System for the International Registration of  
Marks: Updates, Challenges and Successful Examples**

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

12.25 p.m. – 1.00 p.m.      **Madrid System Updates and Tips from the Office  
Perspective**

Speaker:    Ms. Rosa Gould (LLB), Senior Trade Mark Examiner  
New Zealand Intellectual Property Office (IPONZ)

1.00 p.m. – 2.00 p.m.      **Lunch Break**

- 2.00 p.m. – 2.30 p.m.      **Topic 4**      **WIPO Arbitration and Mediation: Alternative Dispute Resolution**
- Speaker:      Mr. Erik Wilbers, WIPO
- 2.30 p.m. – 3.00 p.m.      **Topic 5**      **Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy**
- Speaker:      Ms. Sandrine Ammann, Marketing and Communications Officer, Global Infrastructure Sector, WIPO
- 3.00 p.m. – 3.20 p.m.      **Questions and Answers**
- 3.20 p.m. – 3.30 p.m.      **CLOSING SESSION**

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