



Intellectual Property Office is an
operating name of the Patent Office

ROVING SEMINAR

WIPO/RS/IP/UK/18/INF/2/PROV.3
ORIGINAL: ENGLISH
DATE: APRIL 24, 2018

WIPO Services and Initiatives

organized by
the World Intellectual Property Organization (WIPO)

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

London, April 30, 2018

PROVISIONAL PROGRAM

prepared by the Secretariat of WIPO

London, United Kingdom
Monday, April 30, 2018

9.00 a.m. – 9.30 a.m. REGISTRATION

9.30 a.m. – 09.45 a.m. **OPENING SESSION**

Welcome addresses by:

- Mr. Adam Williams, Director of International Policy, IPO;
- Mr. Michael Richardson, Director, PCT Business Development Division, PCT Legal and International Affairs Department, Patents and Technology Sector (PTS), WIPO

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

Speaker: Ms. Catherine Jewell, Senior Information Officer, Editorial and Design Section, Communications Division, WIPO

**PARALLEL PROGRAM A (BUSINESSES):
PROTECTING YOUR INTELLECTUAL
PROPERTY AT HOME AND ABROAD**

10.00 a.m. – 10.40 a.m.

**Topic A1: Protecting your designs at
home and abroad**

**(i) *Design Protection Strategy:
National, Regional and
International***

Speaker: Mr. Rhys Lyons,
Designs Examiner, IPO

**(ii) *Introduction to the Hague
System***

Speaker: Ms. Päivi Lähdesmäki,
Head, Hague Development and
Promotion Section, The Hague
Registry, Brands and Design
Sector, WIPO

10.40 a.m. – 11.00 a.m. **COFFEE BREAK**

**PARALLEL PROGRAM B (IP/LEGAL
PROFESSION): RECENT
DEVELOPMENTS AND THE FUTURE OF
WIPO SYSTEMS**

10.00 a.m. – 10.40 a.m.

**Topic B1: The Patent Cooperation Treaty
(PCT)**

**(i) *Developments of the PCT
System***

Speaker:
Mr. Michael Richardson, WIPO

**(ii) *Discussion: The Future of the
PCT System***

Moderator:
Mr. Michael Richardson, WIPO

10.40 a.m. – 11.00 a.m. **COFFEE BREAK**

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11.00 a.m. – 11.40 a.m.

Topic A2: Protecting your brands at home and abroad

(i) Trademark Protection Strategy: National, Regional and International

Speaker: Ms. Sharon Fleet,
Senior Trade Marks Examiner,
IPO

(ii) Introduction to the Madrid System

Speaker: Mr. Matthew Forno,
Senior Counsellor, Madrid
Information and Promotion
Division, Madrid Registry, Brands
and Designs Sector (BDS), WIPO

11.40 a.m. – 12.20 p.m.

Topic A3: Protecting your inventions at home and abroad

(i) Patent Protection Strategy: National, Regional and International

Speaker: Ms. Sarah Whitehead,
Senior Patents Policy Advisor,
IPO

(ii) Introduction to the Patent Cooperation Treaty (PCT)

Speaker:
Mr. Michael Richardson, WIPO

11.00 a.m. – 11.40 a.m.

Topic B2: The Hague System

(i) Developments of the Hague System

Speaker: Ms. Päivi Lähdesmäki,
Head, Hague Development and
Promotion Section, The Hague
Registry, Brands and Design
Sector, WIPO

(ii) Discussion: The Future of the Hague System

Moderator:
Ms. Päivi Lähdesmäki, WIPO

11.40 a.m. – 12.20 p.m.

Topic B3: The Madrid System

(i) Developments of the Madrid System

Speaker: Mr. Matthew Forno,
Senior Counsellor, Madrid
Information and Promotion
Division, Madrid Registry, Brands
and Designs Sector (BDS), WIPO

(ii) Discussion: The Future of the Madrid System

Moderator: Mr. Matthew Forno,
WIPO

12.20 p.m. – 1.40 p.m. **NETWORKING LUNCH**

Lunchtime Address: UPOV – International Protection of Plant Varieties

Speaker: Peter Button, Vice Secretary-General, UPOV

SHARED PROGRAM: ADDITIONAL WIPO SERVICES

- 1.40 p.m. – 2.00 p.m. **Topic 2: Defending your Rights: Alternative Dispute Resolution (ADR)**
- Speaker: Mr. Victor Vázquez López, Head, Section for Coordination of Developed Countries, Department for Transition and Developed Countries (TDC), WIPO
- 2.00 p.m. – 2.40 p.m. **Topic 3: WIPO Tools for Business: Databases and Platforms**
- (i) Overview of WIPO Databases and Platforms**
- Speaker: Mr. Paul Halfpenny, Senior Administrator, Office of the Assistant Director General, Global Infrastructure Sector (GIS), WIPO
- (ii) Discussion and Case Studies: Use of WIPO Databases and Platforms**
- Moderator: Mr. Paul Halfpenny, WIPO
- 2.40 p.m. – 3.00 p.m. **COFFEE BREAK**
- 3.00 p.m. – 4.15 p.m. **SHARED PROGRAM: PANEL DISCUSSIONS**
- 3.00 p.m. – 3.25 p.m. **Topic 4: Panel Discussion: Protecting Patents Internationally – Challenges and Successful Experiences**
- Moderator: Mr. Michael Richardson, WIPO
- Panellists: Ms. Sarah Whitehead, IPO
Ms. Mandy Haberman, Creative Director, Haberman Products Ltd
Ms. Susana Núria Guerrero López, Founder & Managing Director, ALDStone
- 3.25 p.m. – 3.50 p.m. **Topic 5: Panel Discussion: Protecting Trademarks Internationally – Challenges and Successful Experiences**
- Moderator: Mr. Matthew Forno, WIPO
- Panellists: Mr. Alun Lewis, IPO
Local Stakeholder TBC
Ms. Susana Núria Guerrero López, Founder & Managing Director, ALDStone

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3.50 p.m. – 4.15 p.m. **Topic 6: Panel Discussion: Protecting Designs Internationally
– Challenges and Successful Experiences**

Moderator: Ms. Päivi Lähdesmäki, WIPO

Panellists: Mr. Rhys Lyons, IPO
Local Stakeholder TBC
Professor David Musker, Professor of International
Design Law, Queen Mary University

4.15 p.m. – 4.30 p.m. **CLOSING SESSION**

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