



SEMINAR

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WIPO Services and Initiatives

organized by
the World Intellectual Property Organization (WIPO)

in partnership with the United States Patent and Trademark Office (USPTO), in cooperation with the American Intellectual Property Law Association (AIPLA) and with the support of The United States Chamber of Commerce (USCC)

Alexandria, Virginia, United States of America, November 13 and 14, 2014

PROVISIONAL PROGRAM

prepared by the Secretariat

The registration fee is not charged by USPTO

Thursday, November 13, 2014

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

Welcome addresses by:

- Ms. Shira Perlmutter, Chief Policy Officer and Director of International Affairs, United States Patent and Trademark Office (USPTO), Alexandria, Virginia
- Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector (GIS), World Intellectual Property Organization (WIPO)

9.40 a.m. – 10.25 a.m. **Issue 1 – Global IP Systems: This session will explore building the International Trademark Portfolio, using the "one-stop shopping" Madrid System, including overview of the differences between US trademarks and trademarks internationally, considerations in developing an international trademark filing strategy, overview of the various regional filing systems and strategic considerations, identification of the current trends and developments, and actual company and practitioner experiences in obtaining, maintaining, and licensing trademarks internationally**

Topic 1: Overview of the differences between US trademarks and trademarks internationally, overview of the various regional and international filing systems, role of the Madrid System in developing a global trademark protection strategy, and identification of the current trends and developments

Speaker: Mr. Alan Datri, Consultant, WIPO

10.25 a.m. – 11.10 a.m. Topic 2: Considerations in developing an international trademark filing strategy, including strategic considerations and experiences in obtaining, maintaining, and licensing trademarks internationally in using the Madrid System.

Speakers: Amie Peele Carter
Faegre Baker Daniels, LLP
Indianapolis, IN
Karen Strzyz, Staff Attorney, Office of the Commissioner of Trademarks

11.10 a.m. – 11.25 a.m. Coffee break

11.25 a.m. – 12.05 p.m. **Issue 2 – Global IP Systems: This session will explore building the International (Utility) Patent Portfolio, using the "one-stop shopping" Patent Cooperation Treaty (PCT), including overview of the differences between US (utility) patent system and patents internationally,**

considerations in developing an international patent filing strategy, filing patents in non-PCT countries, overview of initiatives to harmonize patent systems, current trends and developments, actual company and practitioner experiences in obtaining, maintaining, and licensing utility patents internationally.

Topic 1: Overview of the differences between US (utility) patent system and patents internationally, considerations in developing an international patent filing strategy, filing patents in non-PCT countries, and current trends and developments in using the PCT.

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

12.05 p.m. – 1.00 p.m.

Topic 2: Practical Tips: Considerations in developing an international patent filing strategy using the PCT, filing patents in non-PCT countries, and experiences in obtaining, maintaining, and licensing utility patents internationally.

Speakers: Mr. Charles Pearson, Director, International Patent Legal Administration, USPTO
Mr. Brooke Schumm III
Danecker McIntire Schumm, et. al
Baltimore, MD

1.00 p.m. – 2.00 p.m.

Lunch break

2.00 p.m. – 3.00 p.m.

Issue 3 – Global IP Systems: This session will explore building the International (Design) Patent Portfolio, using the "one-stop shopping" Hague System, including types of intellectual property to protect designs, overview of the differences between US (design) patent system and patents internationally, considerations in developing an international patent filing strategy, description of the Hague System and the U.S. plans for imminent accession, and description of what US companies and practitioners may expect in using the Hague System in obtaining, maintaining, and licensing design patents internationally.

Speakers: Mr. Charles Pearson, Director International Patent Legal Administration
Mr. Alan Datri, WIPO
Ms. Margaret Polson
Polson & Associates, PC
Broomfield, CO

3.00 p.m. – 3.15 p.m. Coffee break
3.15 p.m. – 4.00 p.m. Issue 3: Continued

4.00 p.m. – 4.45 p.m. **CLOSING SESSION**

Questions and Answers

Friday, November 14, 2014

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

Welcome addresses by:

- Mr. Victor Vázquez, Head, Section for the Coordination of Developed Countries, Transition and Developed Countries Division (TDC), World Intellectual Property Organization (WIPO)

9:40 a.m. - 11.00 a.m. **Issue 4 – Managing your IP portfolio:**

Using Alternative Dispute Resolution (ADR) mechanisms as less costly and more expedient alternatives to court litigation, including overview of the types of ADR and considerations in selecting the appropriate types of ADR for a dispute, including mediation as a first step, considerations in drafting agreements to provide for ADR in disputes between US parties and between US and foreign parties, description of ADR services provided through WIPO and including the Uniform Domain Name Dispute Resolution Policy (UDRP) ADR for resolving disputes between trademarks and domain names, and actual company and practitioner experiences in using WIPO ADR services including for the small- to medium-sized business.

Topic 1: Legal Tools for the Protection of IP

Moderator: Mr. Victor Vázquez, WIPO

WIPO Arbitration and Mediation Center (AMC): Overview of the types of ADR and considerations in selecting the appropriate types of ADR for a dispute, including mediation as a first step, description of ADR services provided through WIPO and including the Uniform Domain Name Dispute Resolution Policy (UDRP) ADR for resolving disputes between trademarks and domain names.

Speaker: Mr. Matthew Bryan, WIPO

Speaker: Ms. Susan Anthony, Acting Director, Global Intellectual Property Academy, USPTO

Topic 2: Using Mediation to Reduce Costs in IP Enforcement: A case study

Speaker: Local Practitioner, AIPLA

Topic 3: Practical Tips: Considerations in drafting agreements to provide for ADR in disputes between US parties and between US and foreign parties, and experiences in using WIPO ADR services, including for the small- to medium-sized business.

Speaker: Local practitioner, TBD

11.00 a.m. – 11.15 a.m. Coffee Break

11.15 a.m. – 12.30 p.m. **Issue 5: Intellectual Property (IP) Commercialization: This session will explore how IP can be used to enhance the market value of a business, how inventions can be turned into profit-making assets of a business, how IP assets can be used for financing, and how IP rights can be licensed to start a new business or expand an existing business.**

Topic 1: Commercialization of IP for Business: A “How-to”: Using IP to enhance the market value of a business, to turn inventions into profit-making assets of a business, to secure financing, and in licensing to help start a new business or expand an existing business.

Speaker: Local Practitioner, TBD

12.30 p.m. – 1.15 p.m. Lunch break

1.15 p.m. – 2.00 p.m. Topic 2: Global Databases for IP Platforms and Tools for the Connected Knowledge Economy: This session will explore the many free global databases, tools, and platforms to better assist businesses in protecting and commercializing their IP assets. Databases, tools, and platforms that will be covered include free, publicly-accessible, search databases for patents, trademarks, and designs as well as IP-related matchmaking services for identifying business partnerships and licensing opportunities.

Speakers: Mr. Yoshiyuki Takagi, WIPO

Mr. Brooke Schumm III
Daneker McIntire Schumm, et. al
Baltimore, MD

2.00 p.m. – 3.15 p.m. Topic 3: Corporate Panel Discussion – Protecting IP Rights in the International Marketplace: Local company representatives will discuss their experiences in developing IP strategies for their businesses, including policies on IP acquisition, exploitation, monitoring, and enforcement in the international marketplace.

Moderator: Mr. Patrick Kilbride, Global Intellectual Property Center, US Chamber of Commerce

Panelists: Mike Castellano, Vice President, Government Relations, The Walt Disney Company, Ms. Marney Cheek, Esq., Covington Burling.

3.15 p.m. – 3.30 p.m.

CLOSING SESSION

Questions and Answers

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