



WEBINAR

**WIPO/WEBINAR/CDIP/2021/2/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: APRIL 26, 2021**

Webinar on Mobile Application Development and Intellectual Property (IP) Commercialization

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Bureau of Copyright and Related Rights (BCRR) of
the Intellectual Property Office of the Philippines (IPOPHL)

Zoom Platform
bit.ly/IPOPHL-IPComm-MobileApps-Reg-Form

Friday, April 30, 2021

3 to 6 p.m. Philippines Time (PHT)

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Friday, April 30, 2021 (all times are Philippines Time (PHT))

- 15.00 – 15.10 Opening ceremony
- Welcome remarks by: Atty. Rowel S. Barba, Director General,
Intellectual Property Office of the Philippines
(IPOP HL), Manila
- Mr. Dimiter Gantchev, Deputy Director and Head,
Copyright Management Division, World Intellectual
Property Organization (WIPO), Geneva
- 15.10 – 15.40 Topic 1: Conception to Monetization: Intellectual Property
(IP) and Commercialization throughout the Mobile
Apps' Lifecycle
- Speaker: Dr. Noam Shemtov, Reader in IP and Technology
Law, Centre for Commercial Law Studies, Queen
Mary University, London
- 15.40 – 16.10 Topic 2: Financing Mobile App Development and
Commercialization
- Speaker: Ms. Maria Jesusa Viray, Chief Executive Officer,
Medicare Plus, Founding Member, Board of Directors
of the Philippine Association for Digital Commerce
and Decentralised Industries (PADCDI), Manila
- 16.10 – 16.40 Topic 3: Fundraising 101 for Mobile Start-Ups
- Speaker: Mr. Furuzonfar Zehni, Partner, Fresco Capital,
Hong Kong
- 16.40 – 17.10 Topic 4: Philippine Regulatory Framework for Mobile
Applications
- Speaker: Atty. Alain Charles Veloso, Partner, Quisumbing
Torres, Manila
- 17.10 – 17.40 Topic 5: Q&A and Discussion
- 17.40 – 17.50 Closing remarks by: Atty. Emerson G. Cuyo, Director, Bureau of
Copyright and Related Rights, IPOP HL, Manila
- Mr. Dimiter Gantchev

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