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## WEBINAR

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**WIPO/WEBINAR/CDIP/2021/2/INF/2**  
**ORIGINAL: ENGLISH**  
**DATE: APRIL 28, 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](https://bit.ly/IPOPHL-IPComm-MobileApps-Reg-Form)

**Friday, April 30, 2021**

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

### LIST OF SPEAKERS

*prepared by the International Bureau of WIPO*

## NOAM SHEMTOV

Dr. Noam Shemtov joined the Centre for Commercial Law Studies (CCLS), School of Law, Queen Mary University of London, in September 2009 as a lecturer in intellectual property (IP) and technology Law. He is currently a Reader in IP and Technology Law and Deputy Head of CCLS. He lectures in areas of IP, creative industries and technology and his research interests are also focused in these fields.

Dr. Shemtov has led research projects and studies funded by UK Research Councils and by industry, national, supranational and commercial organizations, such as CreativeWorks London, CISAC, Microsoft, WIPO, Foreign and Commonwealth Office (FCO) and United Kingdom's Department for International Development (DFID). He is currently leading a project for DFID/FCO on the establishment and operation of a Specialised IP Court in Ukraine.

Dr. Shemtov also holds visiting appointments by Spanish and Dutch universities, where he lectures regularly in areas pertaining to IP, creative industries and technology. He is a qualified solicitor both in the United Kingdom and in Israel.

## MARIA JESUSA "JAYJAY" VIRAY

Ms. Maria Jesusa "Jayjay" Viray is a serial entrepreneur, holding the post of Founder and Managing Partner in several tech companies such as Strategist.ph, job search network HotJobsPhilippines, 88Sites Inc. and Dibz Inc (a parking app). She was the Managing Director of the online recruitment giant JobsDB.com.ph. She has over 28 years of experience in information and communications technology, having graduated with a double degree in management and management information systems from Assumption College.

Ms. Viray is a highly successful executive in the information and communications technology industry who has also ventured into agriculture with a focus on efforts to make an impact on the local economy. She is presently the Chief Executive Officer of Medicare Plus, Inc. She has been a resource speaker on effective online branding, effective online sourcing of talent, digital marketing, and effective use of social media. Ms. Viray has extensive experience in digital commerce; digital and social media utilization; online reputation management; online listening tools; online analytics; online advertising and marketing; online jobs portal; master in sales, marketing and business development and is a Member of the Board of Directors of the Philippine Association for Digital Commerce and Decentralised Industries (PADCDI).

## FURUZONFAR ZEHNI

Mr. Furuzonfar Zehni is a Partner of Fresco Capital and is involved in all aspects of investment and operations. He is particularly passionate about the intersection of data and networks with traditional industries such as health, space and work.

Before joining Fresco Capital, Mr. Zehni built and scaled businesses in data analytics, wealth management and investment advisory. Prior to plunging into the entrepreneurial world, he was with Ernst & Young.

Mr. Zehni graduated from the University of Hong Kong with a dual degree in Economics and Finance (with honours). He is a TEDx license holder, a mentor for the *Laudato Si* Challenge, a mentor for Founder Institute, and is an active member of the Hong Kong University and St. John's College Alumni Club. With the Shahidi Foundation, Mr. Zehni is passionate about economic and cultural empowerment.

#### ALAIN CHARLES VELOSO

Atty. Alain Charles Veloso is a partner at Quisumbing Torres' Corporate and Commercial Practice Group. He heads the firm's Capital Markets Practice Group and is a member of the Competition Focus Group. He is also a member of the Technology, Media and Telecommunications, and Industrials, Manufacturing and Transportation Industry Groups. Atty. Veloso has 14 years of legal practice, advising several investment banks, funds, and multinational corporations with regard to their transactions in the Philippines, including private and public mergers and acquisitions (M&A) transactions, debt, and equity capital markets transactions, and structuring and establishment of their Philippine presence, as applicable. He is also developing the Firm's fintech practice, and handles various clients that are currently engaged in online travel, retail, financing, medical health, and insurance businesses in the Philippines.

As an active participant in Quisumbing Torres' corporate social responsibility initiatives, Atty. Veloso heads the firm's Diversity and Inclusion and B-Green committees in Manila. He is a former Director of the Integrated Bar of the Philippines (IBP) Makati Chapter, and currently serves as Auditor and Chairperson of the Legal Education Committee. He has been recognized as External Counsel of the Year in Asia by The Asian-MENA In-House Community Counsels in 2019, and cited as a Next Generation Lawyer for Corporate and M&A by Legal 500 for 2017 and 2018. Atty. Veloso is also a 2018 Bench and Bar Awardee of the Integrated Bar of the Philippines' Leyte Chapter for his legal achievements. More recently, Atty. Veloso was awarded Young Lawyer of the Year by Asian Legal Business Philippine Law Awards 2020 and as a Leading Individual in Capital Markets by The Legal 500 Asia Pacific 2020-2021.

Atty. Veloso studied EU Competition Law at the London School of Economics and Political Science in 2017 (highest grade). He is also a Certified Public Accountant

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