



ITALIAN PATENT AND TRADEMARK OFFICE (UIBM)  
DIRECTORATE GENERAL OF COMBATING COUNTERFEITING  
MINISTRY OF ECONOMIC DEVELOPMENT



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## **WIPO Services and Initiatives**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Italian Patent and Trademarks Office (UIBM)

**Unioncamere (Sala Longhi), Rome, May 6, 2014**

PROVISIONAL PROGRAM

*prepared by the Secretariat of WIPO*

Tuesday, May 6, 2014

10 a.m. – 10.20 a.m.      **OPENING SESSION**

Welcome addresses by:

- Ms. Loredana Gulino, Director, Directorate General for the Fight against Counterfeiting - Italian Patent and Trademark Office (UIBM), Roma
- Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector, World Intellectual Property Organization (WIPO), Geneva

**SESSION I**

- 10.20 a.m. – 10.50 a.m.      Topic 1:      Introduction to WIPO  
Development of the International Legal Framework  
Major Intellectual Property Economic Studies
- Speaker:      Mrs. Francesca Toso, Senior Advisor, Special Projects Division, Department for Africa and Special Projects, WIPO, Geneva
- 10.50 a.m. – 11.30 a.m.      Topic 2:      The Patent Cooperation Treaty (PCT) –  
Introduction and Future Developments
- Speaker:      Mr. Matthew Bryan, Director, PCT Legal Division, Innovation and Technology Sector (ITS), WIPO, Geneva
- 11.30 a.m. – 12.00 a.m.      Topic 3:      The importance of IP to Innovation and Success:
- Speaker:      Mr. Daniele Lingua, Director in charge of IP, Ferrero Group S.P.A.
- 12.00 a.m. – 12.40 p.m.      Topic 4:      Global Intellectual Property Systems:  
The Madrid System for the International Registration of Marks  
The Hague System for the International Registration of Industrial Designs  
The Lisbon System for the International Registration of Appellations of Origin
- Speaker:      Mr. Neil Wilson, Director, Registries Support Division, Brands and Designs Sector, WIPO, Geneva
- 12.40 p.m. – 2. p.m.      Lunch Break

## SESSION II

2. p.m. – 2.30 p.m.

Topic 5: WIPO Arbitration and Mediation: Alternative Dispute Resolution

Speaker: Mr. Matthew Bryan

2.30 p.m. – 3.10 p.m.

Topic 6: Global Databases for Intellectual Property  
Platforms and Tools for the Connected Knowledge  
Economy

Speaker: Mr. Yoshiyuki Takagi

3.10 p.m. – 3.45 p.m.

## Coffee Break

3.45 p.m. – 4.15 p.m.

## Topic 7: Relations between IUBM and WIPO

Speaker: Ms. Stefania Benincasa, Head, Division XIII, IUBM, Roma

4.15 p.m. – 4.45 p.m.

## Questions and Answers

4.45 p.m. – 5 p.m.

## CLOSING SESSION

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