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**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)

**Princeton, New Jersey, United States of America, November 12, 2014**

PROVISIONAL PROGRAM

*prepared by the Secretariat of WIPO*

The registration fee is not charged by USPTO

Wednesday, November 12, 2014

8.45 a.m. – 9.00 a.m.      **OPENING SESSION**

Welcome addresses by:

- Mrs. Susan Anthony, Acting Director, Global Intellectual Property Academy (GIPA), United States Patent and Trademark Office (USPTO), Alexandria, Virginia
- Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector (GIS), World Intellectual Property Organization (WIPO)
- Local luminary

9.00 a.m. – 9.30 a.m.      **Issue 1 – Global IP Systems: The international registration of trademarks, using the “one-stop shopping” Madrid System. Practical aspects, trends and developments: WIPO and US trademark practitioner perspectives.**

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

9.30 a.m. – 10.00 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: AIPLA Local Practitioner

USPTO additional speaker TBD

10.00 a.m. – 10.15 a.m.      Coffee break

10.15 a.m. – 10.45 a.m.      **Issue 2 – Global IP Systems: Protecting your inventions internationally using the Patent Cooperation Treaty (PCT), a review of future developments in the PCT System.**

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

10.45 a.m. – 1.00 p.m. **Issue 3 – Global IP Systems: With the imminent accession of the US to the Hague System, US applicants will benefit from a simplified application process for obtaining “registered designs” (or, “design patents”), for the protection of industrial designs in many international jurisdictions.**

Topic 1: 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 US plans for accession, and description of what US companies and practitioners may expect in using the Hague System in obtaining, maintaining, and licensing design patents internationally using the Hague System.

Speakers: Mr. David Gerk, USPTO

Mr. Alan Datri, WIPO

AIPLA additional speaker TBD

1.00 p.m. – 1.45 p.m. Lunch break

1:45 p.m. – 2.45 p.m. **Issue 4 – How WIPO Alternative Dispute Resolution (ADR) services (which provide alternatives to conventional court actions) may be used to more efficiently settle IP disputes.**

Topic 1: Brief presentations and panel discussion: Legal Tools for the Protection of IP

Moderator: Mr. Matthew Bryan, WIPO

(a) WIPO Arbitration and Mediation Center (AMC): Using ADR mechanisms as less costly and more expedient alternatives to court litigation, including overview of types of ADR and considerations in selecting the appropriate types of ADR for a dispute, and description of ADR services provided through the WIPO including mediation and arbitration and the Uniform Domain Name Dispute Resolution Policy (UDRP) ADR for resolving disputes between trademarks and domain names.

Speaker: Mr. Victor Vázquez, WIPO

(b) Using Mediation to Reduce Costs in IP Enforcement: A Case Study

Speaker: Local Practitioner, AIPLA

- (c) 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

2.45 p.m. – 3.15 p.m.

**Issue 5 – How WIPO databases and tools may be used to support the knowledge economy**

Topic 1: Global Databases for IP Platforms and Tools for the Connected Knowledge Economy: Exploring the many free global databases, tools, and platforms to better assist businesses in protecting and commercializing their intellectual property (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

Local Practitioner, TBD

3.15 p.m. – 3.30 p.m.

**CLOSING SESSION**

Questions and Answers

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