



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



ENTERPRISE EUROPE
NETWORK



TORINO
CHAMBER OF COMMERCE
INDUSTRY CRAFTS AND AGRICULTURE

TORINO CHAMBER OF
COMMERCE INDUSTRY
CRAFTS AND
AGRICULTURE



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

ROVING SEMINAR

WIPO-UIBM/IP/TRN/15/INF/1/PROV.6
ORIGINAL: ENGLISH
DATE: MARCH 25, 2015

WIPO Services and Initiatives

organized by
the World Intellectual Property Organization (WIPO)

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

Turin, April 21, 2015

PROVISIONAL PROGRAM

Prepared by the secretariat

Tuesday, April 21, 2015

9.00 a.m. – 9.45 a.m. Registration and welcome coffee

9.45 a.m. – 10.00 a.m. **OPENING SESSION**

Welcome addresses by:

- Ms. Simona Marzetti, Head of unit IV, Directorate General for Combating Counterfeiting - Italian Patent and Trademark Office (UIBM), Ministry for Economic Development
- Mr. Vincenzo Ilotte, President, Turin Chamber of Commerce
- Mr. Claus Matthes, Director, PCT Business Development Division, Patents and Technology Sector (PTS), WIPO

10.00 a.m. – 10.15 a.m. **The importance of IP to Innovation and Success:**

Speaker: Mr. Marco Braida, Senior Counsel, Intellectual Property and Operations, Luigi Lavazza S.p.A.

10.15 a.m. – 10.35 a.m. **Topic 1: Introduction to WIPO
Development of the International Legal Framework
Major Intellectual Property Economic Studies**

Speaker: Ms. Francesca Toso, Senior Advisor, Special Projects Division, Department for Africa and Special Projects, Development Sector, WIPO

10.35 a.m. – 11.05 a.m. **Topic 2: The Patent Cooperation Treaty (PCT) –
Introduction and Future Developments**

Speaker: Mr. Claus Matthes, WIPO

11.05 a.m. – 11.20 a.m. **The PCT- The actual practice (questions, experiences,
discussion)**

Speaker: Ms. Lidia Casciano, European Patent Attorney, Studio Torta, Turin

11.20 a.m. – 11.40 a.m. **Open Discussion**

Panelists: Mr. Claus Matthes, WIPO

Ms. Lidia Casciano, European Patent Attorney, Studio Torta, Turin

Questions and Answers

11.40 a.m. – 11.55 a.m. Coffee break

- 11.55 a.m. – 12.25 p.m. **Topic 3: Global Intellectual Property System: The Madrid System for the International Registration of Marks. The Hague System for the International Registration of Designs**
- Speaker: Ms. Asta Valdimarsdottir, Director, Operations Division, Brands and Designs Sector (BDS), WIPO
- 12.25 p.m. – 12.40 p.m. **Madrid and The Hague - The actual practice (questions, experiences, discussion)**
- Speaker: Mr. Giulio Martellini, Trademark and Design Attorney, IP consultant, IP Skill, Turin
- Mr. Giuseppe Quinterno, European Patent Attorney, Jacobacci & Partners S.p.A.
- 12.40 p.m. – 1.00 p.m. **Open Discussion**
- Panelists: Ms. Asta Valdimarsdottir, WIPO
- Mr. Giulio Martellini, IP Skill
- Mr. Giuseppe Quinterno, Jacobacci & Partners S.p.A.
- Questions and Answers
- 1.00 p.m. – 2.00 p.m. Lunch and Networking
- 2.00 p.m. – 2.30 p.m. **Topic 4: Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy**
- Speaker: Mr. Christophe Mazenc, Director, Global Data Base Service, Global Infrastructure Sector, WIPO
- 2.30 p.m. – 2.50 p.m. **Open Discussion: The Value of WIPO Database Services for IP Globalization**
- Panelist: Mr. Christophe Mazenc, WIPO
- Questions and Answers
- 2.50 p.m. – 3.25 p.m. **Topic 5: Practical Tips on Alternative Dispute Resolution**
- Speaker: Dr. Luca Barbero, Domain Names and Internet Consulting, Studio Barbero, Turin

3.25 p.m. – 3.45 p.m.

Topic 6: Cooperation between UIBM and WIPO

Speakers: Ms. Simona Marzetti, Head of unit IV, UIBM

Ms. Loredana Guglielmetti, Head of unit VII, UIBM

3.45 p.m. – 4.00 p.m.

CLOSING SESSION

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