



ROVING SEMINAR

WIPO/RS/IP/CPH/16/INF/1/PROV.3
ORIGINAL: ENGLISH
DATE: APRIL 28, 2016

WIPO Services and Initiatives

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Danish Patent and Trademark Office (DKPTO)

Copenhagen, May 3, 2016

PROVISIONAL PROGRAM

prepared by the Secretariat

Tuesday, May 3, 2016

9.00 a.m. – 9.30 a.m. Registration and welcome coffee

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

Welcome Addresses by:

- Ms. Anne Rejnhold Jørgensen, Director of Policy and Legal Department, Danish Patent and Trademark Office (DKPTO)
- Mr. Matthew Bryan, Director, PCT Legal Division, Patents and Technology Sector (PTS), (WIPO)

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

Speaker: Mr. Christopher Ruggiero, Senior Legal Officer, Section for the Coordination of Developed Countries, Department for Transition and Developed Countries (TDC), WIPO

10.15 a.m. – 10.45 a.m. **Topic 2: The Patent Cooperation Treaty (PCT) –
Introduction and Future Developments**

Speaker: Mr. Matthew Bryan, Director, PCT Legal Division, Patents and Technology Sector (PTS), WIPO

10.45 a.m. – 11.15 a.m. **Global Patenting Strategy and the PCT:**

Speaker: Mr. Claus Elmeros, Senior Partner, Founder, European Patent Attorney, European Design Attorney, Høiberg, Denmark

Questions and Answers

11.15 a.m. – 11.30 a.m. Coffee Break

11.30 a.m. – 12.00 p.m. **Topic 3: Global Intellectual Property Systems**

(a) The Madrid System for the International Registration of Marks

(b) The Hague System for the International Registration of Industrial Designs

Speaker: Ms. Debbie Roenning, Director, Legal Division, Madrid Registry, Brands and Designs Sector (BDS), WIPO

Questions and Answers

12.00 p.m. – 1.15 p.m. Lunch

1.15 p.m. – 1.45 p.m. **Global Branding Strategy and the Madrid System**

Speaker: Ms. Ellen Breddam, Head of Trademarks, European Trademark & Design Attorney, Master of Laws, LL.M., Copenhagen, Denmark

Questions and Answers

1.45 p.m. – 2.30 p.m. **Topic 4: Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy**

Speakers: Mr. Christophe Mazenc, Director, Global Databases Division, Global Infrastructure Sector (GIS), WIPO

Questions and Answers

2.30 p.m. – 3.00 p.m. Coffee break

3.00 p.m. – 3.30 p.m. **Topic 5: WIPO Arbitration and Mediation Center**

Speaker: Mr. Matthew Bryan, WIPO

3.30 p.m. – 4.00 p.m. **Topic 6: Danish Government Policy for IP Globalization and Cooperation with WIPO**

Speaker: Ms. Anne Rejnhold Jørgensen, Danish Patent and Trademark Office, (DKPTO), Taastrup, Denmark

4.00 p.m. – 4.15 p.m. **CLOSING SESSION**

Questions and Answers

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