

Information Session on Geographical Indications

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INFORMATION ON SPEAKERS

prepared by the Secretariat

BRIAN BECKAM



Brian is Head of the Internet Dispute Resolution Section of the WIPO Arbitration and Mediation Center. He was appointed to this position in April 2014.

Brian led a team that coordinated WIPO's Internet Corporation for Assigned Names and Numbers (ICANN) Legal Rights Objection policies and procedure. He was also directly involved in WIPO's proposals to ICANN for trademark-based Rights Protection Mechanisms, including a domain name notice and suspension mechanism, and a post-delegation procedure for bad-actor New gTLD registries. He also led a WIPO team that submitted a successful proposal to ICANN's Board to institute paperless domain name case pleadings.

Brian is a national of the United States of America, with law degrees from the John Marshall Law School in Chicago, Illinois. Prior to joining WIPO, he was Head of Legal Policy at Valideus, a domain name and New gTLD consultancy, after employment in private practice at a DC area law firm representing clients in trademark, telecommunications, and non-profit matters.

GIORGIO BOCEDI



Giorgio Bocedi is a leading partner of GB Avvocati, an Italian law firm dealing with Intellectual Property Law, with a focus on Geographical Indications (GIs) and Food Law.

GB Avvocati was founded by Giorgio Bocedi in 2006, in Reggio Emilia (Italy), after years of professional collaboration with Spanish intellectual property law firms. Previously, Giorgio attended the Master of Intellectual Property and Information Society Law at the University of Alicante (Spain).

As of the outset of his career, Giorgio has handled numerous GIs cases related to both the recognition of GI protection in and outside the EU as well as the enforcement of GI rights, especially through the European Union Regulations on GIs and the Lisbon Agreement.

He is the legal adviser of world-widely renowned GIs and frequently asked as an external consultant to the European Union and International GI programs as well as a speaker on international conferences. Giorgio is author of several GI publications.

MARK CARVELL



Mark Carvell is a senior policy advisor on Internet governance at the Department for Culture, Media and Sport (DCMS) which is the ministry in the United Kingdom government responsible for policy relating to information and communications technologies and cybersecurity.

Mark represents the United Kingdom and its Overseas Territories on ICANN's Governmental Advisory Committee (GAC). He was recently appointed a Vice Chair of the GAC with effect from March 2017. He is a GAC representative on ICANN's Policy Development Process (PDP) Working Group which is reviewing the rights protection mechanisms (RPMs) for all generic top level domain names (gTLDs).

Mark also coordinates the United Kingdom Government's support for the multi-stakeholder UN Internet Governance Forum (IGF) and is a member of the steering committee of the national United Kingdom Internet Governance Forum (UK IGF). He represents the United Kingdom on the Council of Europe's Steering Committee on Media and the Information Society (CDMSI) and is an adviser to the Commonwealth Telecommunications Organisation (CTO) on Internet governance policy.

After graduating from the University of London, Mark joined the UK Government's Department of Trade and Industry (DTI) in 1980 working in the area of corporate affairs. In 1985 he transferred to the independent telecommunications regulator Oftel (now Ofcom) as Private Secretary to the first head of Oftel, the Director General of Telecommunications, Professor Sir Bryan Carsberg. He moved back to the DTI in 1988 to take up an appointment as Private Secretary to Eric Forth, Member of Parliament, and Trade and Industry Minister with responsibility for consumer affairs and telecommunications policy. From 1990 to 1994, Mark worked in trade and investment promotion for the UK government. In 1994, he moved to Fukuoka, Japan, where he taught English for a number of companies including Fujitsu and Toshiba. He moved back to the UK in 1998 to resume his career as a government advisor on ICT policy.

AMY COTTON

Amy Cotton is Senior Counsel in the United States Patent and Trademark Office's Office of Policy and International Affairs (OPIA) where she leads a team that handles trademark-related domestic and international policy matters. Amy and her team also handle U.S. implementation of international treaty obligations relating to trademarks and provide technical assistance to foreign governments that want to develop or improve their trademark or GIs systems.

Amy specializes in GIs, well-known mark and domain name issues. She heads the United States delegation to the World Intellectual Property Organization's Standing Committee on Trademarks, Geographical Indications, and Industrial Designs and Madrid Working Group. Amy was the principal intellectual property advisor to the United States Trade Representative's Office on the United States' WTO Dispute Settlement case against the European Communities Geographical Indications Regulation No. 2081/92. Amy was also a member of the USG negotiating team on the EU-US Wine Bilateral Agreement and continues to advise USG

agencies on GI matters. Before coming to OPIA in May of 2001, Amy was a Trademark Examining Attorney with the USPTO. In private practice, Amy was External Affairs Counsel at the American Intellectual Property Law Association (AIPLA).

GAIL EVANS



Gail Evans is Reader in International Trade and Intellectual Property Law at the Centre for Commercial Law Studies, Queen Mary, University of London and Visiting Professor University of Washington School of Law (2008). She has previously held academic positions in Australia and the United States. In the summer of 2006, she was a faculty member at the Duke-Geneva Institute in Transnational Law (2006) where she is taught International Intellectual Property Law. In March 2008 Dr. Evans was nominated by Queen Mary students for the 2008 Drapers' Awards for Excellence in Teaching. In addition, she is engaged in consultancy and capacity building work, most recently as a member of United Nations Economic commission for Europe (UNECE) Team of Specialists on Intellectual Property.

Her major research interest concerns the impact of economic globalisation on the law of International trade and intellectual property. Her most recent include "The Protection of Geographical Indications after Doha: Quo Vadis?" *Journal of International Economic Law*, (2006) "Substantive Trademark Law Harmonization by Means of the WTO Appellate Body and the European Court of Justice: The Case of Trade Name Protection", *Journal of World Trade*, (2007) and; "Strategic Patent Licensing for Public Research Organizations: Deploying Restriction and Reservation Clauses to Promote Medical R&D in Developing Countries", *American Journal of Law & Medicine* (2008).

FRANCIS FAY



Francis Fay is Head of the Unit responsible for GIs, in Directorate General Agriculture and Rural Development of the European Commission . He has extensive international experience in agriculture trade and GI issues, having headed the unit for relations with African, the Caribbean and Pacific countries, and led negotiations for the agricultural elements of the Economic Partnership Agreements. Francis has long experience of policy on GIs, agricultural standards and value-adding schemes, having piloted the reform of European Union product quality policy, organic farming and other certification and labelling schemes and standards. Previously, Francis was desk officer responsible for trade negotiations with the United States and Canada, notably on trade in wines and spirit drinks. He read law at Trinity College, Dublin (Ireland).

HEATHER ANN FORREST



Heather Ann Forrest is an Associate Professor of Law at the University of Tasmania and Adjunct Associate Professor of Law at Murdoch University, both in Australia. Prior to her current position, Heather was a member of the inaugural Faculty of Law at Australian Catholic University, where she served as Deputy Dean of Law and Associate Dean (Learning and Teaching).

Heather commenced an academic career in 2007 after practicing law at the London office of US-based law firm Kilpatrick Stockton LLP (now Kilpatrick Townsend & Stockton LLP) starting in 2001. Her practice focused on IP transfer in corporate transactions, strategic trademark and domain name portfolio management and digital branding.

In 2008, Heather commenced a doctoral thesis at the Institute of European and International Economic Law at the University of Bern, Switzerland under the supervision of Professor Thomas Cottier. Her thesis, *Protection of Geographic Names in International Law and Domain Name System Policy*, was awarded the university's top honors, *summa cum laude*, in 2012, and in 2014, was awarded the Swiss Professor Walther Hug Preis for doctoral theses in Law.

Heather has resided in Australia as a permanent resident since 2007. She is a US national, with law degrees from the College of William and Mary in Williamsburg, Virginia, the University of London (Queen Mary and Westfield College), and the University of Bern.

SCOTT GERIEN



Scott Gerien is a partner in the Napa Valley law firm of Dickenson Peatman and Fogarty and heads the firm's intellectual property practice group and acts as outside counsel to the Napa Valley Vintners. Scott has been practicing in the areas of trademark, GIs, copyright and unfair competition law since his first case in 1996.

Scott represents both producers and trade associations in the protection of trademarks and GIs. As outside counsel to the Napa Valley Vintners, Scott has been responsible for strategizing and overseeing the worldwide protection and enforcement of the Napa Valley American Viticultural Area under both trademark systems and geographical indication systems. Scott also serves as United States counsel for the *Bureau national interprofessionnel du Cognac* (Cognac) and the Indian Agricultural and Processed Food Products Export Development Authority (Basmati).

Scott is on the Board of *l'Association internationale des juristes du droit de la vigne et du vin* (AIDV), serves as one of the principal editors for the International Trademark Association's (INTA's) *Geographical Indications, Certification Marks and Collective Marks: An International Guide*, and is a past Chairman of INTA's Committee on Geographical Indications where he co-authored the INTA Model Framework for the Establishment of a Multilateral Register of Geographical Indications for Wines and Spirits pursuant to TRIPS Article 23(4). Scott has written extensively and lectured throughout the world on the issues of trademarks and GIs.

CHARLES GOEMAERE

Charles is the Director for Economic and Legal Affairs of *Comité interprofessionnel du vin de Champagne*. He was appointed to that position in July 2012.

At *Comité Champagne*, which he joined in 2003, Charles first worked as intellectual property lawyer and was in charge of international protection of PDO Champagne.

Charles was graduated in business law from Université Panthéon-La Sorbonne, in Paris, and in intellectual property law from Université Aix-Marseille III. Prior to joining *Comité Champagne*, he was a lawyer respectively at *Bureau national interprofessionnel du Cognac* (BNIC) and *Institut national de l'origine et de la qualité* (INAO).

MICHEL GONOMY



Michel Gonomy has been Head of the Training and Programs Service and Head of the Geographical Indications Program at the African Intellectual Property Organization (OAPI) since March 30, 2015.

The Geographical Indications Program is intended to promote the establishment, development and administration of GIs in OAPI Member States. In this capacity, Mr. Gonomy oversees strategies for adding value to local products of Member States and their recognition as GIs. He also works with international technical and financial partners on projects to support the establishment of GIs in these States.

A lawyer by training, Mr. Gonomy holds a Master's Degree in Intellectual Property Law jointly organized by the OAPI Academy, the WIPO Academy and the University of Yaounde 2/Soa since 2012. He is currently preparing a doctoral thesis at the University of Poitiers.

Prior to joining OAPI, Mr. Gonomy worked in the Republic of Guinea, as a lecturer and researcher at the Faculty of Law and Political Science of the University of Conakry and subsequently as Legal Director of a commercial bank, from 2008 to 2015.

NICOLAS GUYOT YOUN



Nicolas Guyot Youn is a Legal Advisor in the Legal Services Industrial Property Rights Department in the Legal and International Affairs Division of the Swiss Federal Institute of Intellectual Property (IPI). He was appointed to this position in December 2015.

Nicolas first worked in the Trademarks Division of the IPI, which he joined in 2010, as an examiner.

Nicolas is a Swiss national with a law degree from the University of Geneva, a law and economics degree from the University of St. Gallen and a biology degree from the University of Lausanne. Nicolas has been admitted to the Swiss bar and was an attorney in a commercial law firm in Geneva for a period of four years.

REASEY LAO



Reasey Lao is Deputy Director of the Intellectual Property Department (IPD) of the Ministry of Commerce. He was appointed to that position in August 2014.

At Ministry of Commerce, which he joined in 2005, Reasey Lao first worked on IPD, and was appointed as Deputy Chief Division on international cooperation and legal affairs in 2008, where he later became Chief Division of Geographical Indications and Trade Secret in 2009. In 2014, he was appointed as Deputy Director of IPD where he is responsible for international cooperation and legal affairs, GI and trade secret and public awareness.

Reasey Lao is a Cambodian national and holds a Master degree in Business Administration from the National Business Institution (NBI).

ESTEBAN RUBIO

Esteban Rubio is a Senior Attorney at the Colombian Coffee Growers Federation, mostly focusing on intellectual property matters since 2010. In August 2016, he was appointed Intellectual Property Coordinator.

Prior to working at the Federation, Esteban was part of *Cavelier Abogados*, a Colombian firm where he advised national and international customers on intellectual property matters. In his role as Coordinator, Esteban is involved in the intellectual property strategy behind the Colombian coffee logo, Juan Valdez, and the GIs for Colombian coffee.

Esteban is a Colombian national, with a law degree from the *Universidad del Rosario* (El Rosario University) in Bogota, with additional studies in competition law, personal data and copyright.

TATSUO TAKESHIGE



Tatsuo Takeshige was appointed Director of the Multilateral Policy Office in June 2015. Prior to assuming this current position, he served as Patent Examiner in the field of chemistry, in charge of applied inorganic materials; as Administrative Judge at the Trial and Appeal Department; as Deputy Director at the Examination Policy Planning Office; and as Deputy Director at the Policy Planning and Research Division.

He joined the Japan Patent Office (JPO) in April 1997, after graduating with a Bachelor of Engineering in inorganic materials from Tokyo Institute of Technology, Japan. He also received Bachelor of Laws from Hosei University, Japan, in 2003, and Master of Laws (IP LL.M.) from University of Washington, Seattle, U.S.A., in 2008.

CRAIG THORN



Craig Thorn is a partner at DTB Associates LLP in Washington and a consultant to the Consortium for Common Food Names. He advises clients on issues related to trade agreements, trade negotiations, regulatory measures, GIs and dispute settlement.

Before founding DTB Associates, Craig spent 15 years with the Foreign Agricultural Service (FAS) at the U.S. Department of Agriculture. He headed the Agriculture Section in the Office of the U.S. Trade Representative in Geneva, where he represented the United States at

the WTO on agricultural trade matters during the Uruguay Round negotiations. He also served in FAS as Director of the Europe Division and Deputy Director of the Multilateral Trade Policy Affairs Division and as an attaché in the U.S. Mission to the European Union.

MASSIMO VITTORI



Massimo Vittori is the Managing Director of oriGIn, in charge of the Organization's strategic planning and overall management.

Massimo previously worked as legal advisor at the International Trade Center (ITC) – a technical assistance agency of the World Trade Organization and the United Nations – where he was in charge of several projects in the field of intellectual property, trade law harmonization, model contracts for SMEs and alternative business dispute resolution mechanisms. Massimo also worked at the United Nations Conference for Trade and Development (UNCTAD) on the improvement of developing countries' investment climate through regulatory reforms.

Following his Bachelor Degree in International Relations, Massimo obtained a Master's Degree in International Law at the Graduate Institute of International and Development Studies of Geneva and an LL.M. in Intellectual Property at the University of Turin.

Massimo regularly delivers seminars on GIs, trademarks and trade related issues in several European Universities.

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