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| **seminar** | |
| WIPO/IP/PT/14/inf/2 prov. | |
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| DATE:  March 10, 2014 | |

**WIPO Services and Initiatives**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Portuguese Institute of Industrial Property (INPI)

**Porto, Portugal, May 8, 2014**

Provisional program

*prepared by the Secretariat of WIPO*

Thursday, May 8, 2014

10 a.m. – 10.20 a.m. **Opening Session**

Welcome addresses by:

* Mr. Aníba Campos, President, Association of the Portuguese Metallurgical, Mechanical, Engineering and Similar Industrial Companies (AIMMAP),
* Mrs. Maria Leonor Trindade, President, Portuguese Institute of Industrial Property (INPI),
* Mr. Claus Matthes, Director, PCT Business Development Division, Innovation and Technology Sector (ITS), World Intellectual Property Organization (WIPO)

10.20 a.m. – 10.50 a.m. **SESSION I**

Topic 1: Introduction to WIPO

Development of the International Legal Framework

Major Intellectual Property Economic Studies

Speaker: Mr. Víctor Vázquez López, Head, Section for Coordination of Developed Countries, Department for Transition and Developed Countries (TDC), WIPO

10.50 a.m. – 11.30 a.m. Topic 2: The Patent Cooperation Treaty (PCT) –

Introduction and Future Developments

Speaker: Mr. Claus Matthes

11.30 a.m. – 12.00 p.m. Coffee Break

12.00 p.m. – 12.40 p.m. Topic 3: Global Intellectual Property Systems:

1. The Madrid System for the International Registration of Marks
2. The Hague System for the International Registration of Industrial Designs
3. The Lisbon System for Appellations of Origin

Speaker: Mrs. Asta Valdimarsdottir, Director, Operations Division, Madrid Registry, Brands and Designs Sector (BDS), WIPO

12.40 p.m. – 2.00 p.m. Lunch Break

2.00 p.m. – 2.40 p.m. **SESSION II**

Topic 4: WIPO Arbitration and Mediation: Alternative

Dispute Resolution

Speakers: Mr. Víctor Vázquez López

Ms. Joana Gouveia, Chairman of the Board, Arbitration Center for Industrial Property, Domain Names, Trade Names and Corporate Names (ARBITRARE), Lisbon

2.40 p.m. – 3.20 p.m. Topic 5: Global Databases for Intellectual Property

Platforms and Tools for the Connected Knowledge Economy

Speaker: Mr. Glenn Mac Stravic, Head, Brand Database Section, Global Database Service, Global Infrastructure

Sector (GIS), WIPO

3.20 p.m. – 3.50 p.m. Coffee break

3.50 p.m. – 4.30 p.m. **WIPO Services: A Perspective from Portuguese Users**

Speakers: Representative of the Association of Portuguese Metallurgical, Mechanical, Engineering and Similar Industrial Companies (AIMMAP),

Representative of the Portuguese Association of Intellectual Property Attorneys (ACPI)

4.30 p.m. – 5.00 p.m. Questions and Answers

5.00 p.m. – 5.10 p.m. **CLOSING SESSION**

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