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| JAPAN PATENT OFFICE |
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| **seminar** |
|  WIPO/RS/IP/JP/14/INF/2/PROV.  |
| ORIGINAL: english |
| DATE: october 28, 2014 |

**Global Intellectual Property Strategy and WIPO Services**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Japan Patent Office (JPO)

**Tokyo, December 1, 2014**

Provisional program

*Prepared by the secretariat*

supported by:



Japan Intellectual Property Association (JIPA)

Monday, December 1, 2014

9.00 a.m. – 9.45 a.m. Registration

9.45 a.m. – 10.00 a.m. **Opening Session**

Welcome addresses by:

* Mr. Hitoshi Ito, Commissioner, Japan Patent Office (JPO)
* Mr. Michiyoshi Mazuka, Chairperson, Japan Intellectual Property Association (JIPA), (FUJITSU LIMITED)
* Mr. Yo Takagi, Assistant Director General, Global Infrastructure Sector, World Intellectual Property Organization (WIPO), Geneva

10.00 a.m. – 10.20 a.m. **Topic 1:** Introduction to WIPO

 Development of the International Legal Framework

 Major Intellectual Property Economic Studies

 Speaker: Mr. Christopher Ruggerio, Senior Legal Officer, Section for the Coordination of Developed Countries (SCDC), WIPO

10.20 a.m. – 10.40 a.m. **Topic 2:** The Patent Cooperation Treaty (PCT) –

 Introduction and Future Developments

 Speaker: Mr. Matthew Bryan, Director, PCT Legal Division, Innovation and Technology Sector, WIPO

10.40 a.m. – 10.55 a.m. Global Patenting Strategy and the PCT:

 Speaker: Mr. Kenji Kumakiri, Chairperson, International Affairs Committee, JIPA, (Hitachi,Ltd.)

10.55 a.m. – 11.15 a.m.: Panel discussion:

Moderator: Mr. Kazuo Hoshino, Director, Policy Planning and Research, Customer Relations Policy Division, Trademark and Customer Relations Department, JPO

Panelists: Mr. Kenji Kumakiri, JIPA

 Mr. Matthew Bryan, WIPO

11.15 a.m. – 11.35 a.m. Coffee break

11.35 a.m. – 11.55 a.m. **Topic 3:** Global Intellectual Property Systems:

1. The Madrid System for the International Registration of Marks

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

11.55 a.m. – 12.10 a.m. Global Intellectual Property Systems:

1. The Hague System for the International Registration of Industrial Designs

Speaker: Mr. Grégoire Bisson, Director, The Hague Registry, Brands and Designs Sector, WIPO

12.10 p.m. – 12.25 p.m. Global Branding Strategy and the Madrid System:

 Speaker: Mr. Junichi Honda, Vice Chairperson, Trademark Committee, JIPA, (Otsuka Pharmaceutical Co., Ltd.)

12.25 p.m. – 12.45 p.m. Panel Discussion:

Moderator: Mr. Naohito Kaneko, Director, Trademark Policy Planning Office, Trademark Division, Trademark and Customer Relations Department, JPO

Panelists: Mr. Junichi Honda, JIPA

 Ms. Debbie Roenning, WIPO

12.45 p.m. – 1.45 p.m.: Lunch and Networking

1.45 p.m. – 2.05 p.m. **Topic 4:** Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy

Speaker: Mr. Yo Takagi, WIPO

2.05 p.m. – 2.25 p.m. Panel Discussion: The Value of WIPO Database Services for IP Globalization

 Moderator: Mr. Yuichiro Nakaya, Director, International Affairs, Information Technology Planning Office, Policy Planning and Coordination Department, JPO

 Panelists: Mr. Hiroshi Obata, Chairperson, Information Search Committee, JIPA, (Suntory Holdings Ltd.)

 Mr. Yo Takagi, WIPO

2.25 p.m. – 2.55 p.m. **Topic 5:** Practical Tips on Alternative Dispute Resolution

Speakers: Mr. Matthew Bryan, WIPO

Mr. Teruo Kato, MCIArb Solicitor, England & Wales, WIPO Neutral, Takeda & Hasegawa

2.55 p.m. – 3.15 p.m. **Topic 6:** Japanese Government Policy for IP Globalization and Cooperation with WIPO

 Speaker: Masaru Takahashi, Deputy Counsellor, Secretariat of Intellectual Property Strategy Headquarters

3.15 p.m. – 3.45 p.m. **CLOSING SESSION**

Questions and Answers

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