



---

## ROVING SEMINAR

---

WIPO/RS/IP/IT/19/INF/1/PROV.1  
ORIGINAL: ENGLISH  
DATE: JANUARY 29 2019

### **WIPO Services and Initiatives**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Directorate General for the Fight Against Counterfeiting - Italian Patent and Trademark Office (UIBM), Ministry of Economic Development, Roma, Italy

in collaboration with  
t2i -Trasferimento Tecnologico e Innovazione  
Camera di Commercio Treviso, Belluno, Dolomiti

**Treviso, Italy, April 10, 2019**

PROVISIONAL PROGRAM

*Prepared by the Secretariat*

Camera di Commercio Treviso, Belluno, Dolomiti, Sala Conferenze, piazza Borsa n. 3/b,  
Treviso

Wednesday, April 10, 2019

9.00 a.m. – 9.30 a.m.      **REGISTRATION**

9.30 a.m. – 9.50 a.m.      **OPENING SESSION**

Welcome addresses by:

- Ms. Simona Marzetti,  
Head of international affairs, Directorate General for the fight  
against Counterfeiting (DGLC), Italian Patent and Trademark  
Office (UIBM), Ministry of Economic Development.
- Mr. Alejandro Roca Campaña,  
Senior Director, Access to Information and Knowledge Division,  
Global Infrastructure Sector (GIS), World Intellectual Property  
Organization (WIPO).
- Mr. Mario Pozza,  
President of the Chamber of Commerce Treviso, Belluno-Dolomiti  
and President of Unioncamere Veneto.
- Mr. Roberto Santolamazza,  
Director, t2i Trasferimento Tecnologico e Innovazione Scarl.

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

Speaker:

Mr. Giovanni Napolitano, Deputy Director, Department for Transition  
and Developed Countries (TDC), World Intellectual Property  
Organization (WIPO)

10.20 a.m. – 11.00 a.m.      **Topic 2: The Patent Cooperation Treaty (PCT) :  
Introduction and Future Developments**

Speakers:

Mr. Zhilong Yu, Senior Legal Officer, PCT Legal and International  
Affairs Department, PCT Legal and User Relations Division, WIPO

**Local presentation on the use of the PCT system**

Mrs Valentina Beghetto – President Crossing Srl

11.00 a.m. – 11.20 a.m. **Roundtable: PCT: Challenges and Successful Examples**

Moderator: Mr. Zhilong Yu, WIPO

Speakers:

Ms. Loredana Guglielmetti, Head of the patent division, DGLC-UIBM  
Mrs Valentina Beghetto – President Crossing Srl

11. 20 a.m. – 11.30 a.m. **Coffee Break**

11.30 a.m. – 12.30 p.m. **Topic 3: Global IP Systems:**

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

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

Speakers:

Ms. Alexandra Grazioli, Director, Lisbon Registry, Law and Legislative Advice Division, Brands and Designs Sector (BDS), WIPO

**Local presentation on the use of the Madrid system**

Avv. Alice Bertoli – Legal Dept., DECO MED Srl

12.30 p.m. – 12.50 p.m. **Roundtable: Use of the Madrid and Hague System: Challenges and**

**Successful Examples**

Moderator: Ms. Alexandra Grazioli, WIPO

Speakers:

Mr. Alfonso Piantedosi, Head, Trademark and Design Division, DGLC-UIBM

Avv. Alice Bertoli – Legal Dept, DECO MED Srl

12.50 p.m. – 1.50 p.m. **Lunch break**

1.50 p.m. – 2.30 p.m. **Topic 4: Global IP Systems:  
The Lisbon System for the International  
Registration of Appellations of Origin**

Speakers:

Ms. Alexandra Grazioli, WIPO

Ms. Alessandra Zuccato, Prosecco Consortium

2.30 p.m. – 2.50 p.m. **Roundtable: The Lisbon System for the International  
Registration of Appellations of Origin**

Moderator: Ms. Alexandra Grazioli, WIPO

Speakers: Ms. Alessandra Zuccato, Prosecco Consortium

- 2.50 p.m. – 3.25 p.m.      **Topic 5:    WIPO Arbitration and Mediation:  
Alternative Dispute Resolution**
- Speaker:  
Dr. Luca Barbero, Attorney, Studio Barbero, Turin
- 3.25 p.m. – 3.40 p.m.      **Questions and Answers**
- 3.40 p.m. – 4.15 p.m.      **Topic 6:    Global Databases for Intellectual Property Platforms  
and Tools for the Connected Knowledge Economy**
- Speaker:  
Mr. Alejandro Roca Campaña, WIPO
- 4.15 p.m. – 4.30 p.m.      **Questions and Answers**
- 4.30 p.m. – 4.40 p.m.      **CLOSING SESSION**