

WEBINAR 18 MAGGIO 2022

***Protecting Designs Internationally with the Hague System – Strategic tips;
the Accession of China***

h. 09:30 – 12:30

Il webinar è accreditato dall'Ordine dei Consulenti in P.I. per n. 3 crediti formativi in materia di Brevetti e/o Marchi

Moderatore: Mr. Carlo Luigi Iannone, Consulente in PI, Barzanò & Zanardo, Milano
(Coordinatore del Gruppo Studio Design)

Relatori: Ms. Yi Wang; Mr. Max Germeil; Mr. Jonah Asher; Mr. Matteo Mozzi; Ms. Chiara Mulas; Mr. Andrea Soldatini; Ms. Geneviève Steimle.

9.30 – 9.35 Introduzione evento: Carlo Luigi Iannone; Ms. Yi Wang, Head, Hague Promotion and Development Section, the Hague Registry, Brands and Designs Sector (WIPO)

9.35 – 10.05 **The Hague System and its Strategic Use for Registering Designs Abroad**

Mr. Max Germeil, Associate Market Analyst, Hague Development and Promotion Section, the Hague Registry, Brands and Designs Sector, WIPO

10.05 – 10.50 **Updates on the Hague System Online Resources and Tools**

Mr. Jonah Asher, Associate Communications and Business Intelligence Officer, Hague Development and Promotion Section, the Hague Registry, Brands and Designs Sector, WIPO

10.50 – 11.10 **User Experience (1) of the Hague System**

Tips and tricks on representations and description of the design; more specific focus on treatment of bi-dimensional ornaments/patterns in key jurisdictions

Matteo Mozzi – Consulente in Brevetti, Jacobacci & Partners S.p.A., Milano (Gruppo Studio Design)

11.10 – 11.40 **User Experience (2) of the Hague System**

Unity requirements and multiple design applications (prosecution issues in key jurisdictions)

Chiara Mulas - Consulente in Brevetti, Barzanò & Zanardo, Roma; Andrea Soldatini - Consulente in PI, Società Italiana Brevetti, Firenze; (Gruppo Studio Design)

11.40 – 12.00 **Focus on new accessions: China**

Ms. Geneviève Steimle, Legal Analyst and Information Officer, Hague Development and Promotion Section, the Hague Registry, Brands and Designs Sector, WIPO

12.00 – 12.30 **Q&A – Chiusura Lavori**