



WIPO/IP/RS/IT/17/INF/1 PROV.1
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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, Italy

BARI, Italy, July 5, 2017
Venue: Politecnico di Bari, Aula Magna

PROVISIONAL PROGRAM

prepared by the Secretariat

Wednesday, July 5, 2017

9.00 a.m.-9.30 a.m. **REGISTRATION AND WELCOME COFFEE**

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

Welcome addresses by:

- Ms. Simona Marzetti, Head of Unit IV, Directorate General for the fight against Counterfeiting (DGLC) – Italian Patent and Trademark Office (UIBM), Ministry of Economic Development
- WIPO Representative, World Intellectual Property Organization (WIPO), Geneva
- Local Representative from Politecnico di Bari

9.50 a.m. – 10.10 a.m. **Topic 1: Introduction to WIPO
Development of the International Legal Framework
Major Intellectual Property Economic Studies**

Speaker: WIPO Representative

10.10 a.m. – 10.30 a.m. **Topic 2: The Patent Cooperation Treaty (PCT) –
Introduction and Future Developments**

Speaker: WIPO Representative

10.30 a.m. – 10.50 a.m. **Open Discussion**

Panellists: -WIPO Representative

-Ms. Loredana Guglielmetti, Head of Unit VII Directorate General for the fight against Counterfeiting (DGLC) – Italian Patent and Trademark Office (UIBM), Ministry of Economic Development

-Mr. Giovanni Lovallo, , University of Foggia, General manager New Gluten World spin-off

10.50 a.m. – 11.05 a.m. Coffee Break

11.05 a.m. – 11.45 p.m. **Topic 3: Global IP Systems:
– The Madrid System for the International
Registration of Marks
– The Hague System for the International
Registration of Industrial Designs**

Speaker: WIPO Representative

11.45 a.m. – 12.05 p.m. **Local Presentation on the Madrid System**
Representative from F. Divella SpA (tbc)

12.05 p.m. -12.20 p.m. **Questions and Answers**

Panellists: WIPO Representative
Representative from F. Divella SpA (tbc)

12.20 p.m.-12.40 p.m.

**Topic 3: Global IP Systems:
–The Lisbon System for the International
Registration of Appellations of Origin**

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Speaker: WIPO Representative

12.40 p.m.-13.00 p.m.

Local Presentation on the Lisbon System

Mr. Elio De Tullio, Registered European and Italian Trade Mark and Design Attorney, Representing several Consortium for the Protection of Protected Appellations of Origin and Protected Geographical Indications.

13.00 p.m.-13.15 p.m.

Questions and Answers

Panellists: WIPO Representative
Mr. Elio De Tullio

13.15. p.m. – 14.15 p.m. **Lunch break**

14.15 p.m. – 14.40 p.m.

Topic 4: WIPO Arbitration and Mediation: Alternative Dispute Resolution

Speaker: WIPO Representative

14.40 p.m. – 14.50 a.m.

Questions and Answers

Panellists: WIPO Representative

14.50 p.m. – 15.20 p.m.

**Topic 5: Global Databases for IP
Platforms and Tools for the Connected Knowledge
Economy**

Speaker: WIPO Representative

15.20 p.m. – 15.40 p.m.

Questions and Answers

Panellists: WIPO Representative

15.40 p.m. – 1610 p.m.

Topic 6: Relations between DGLC-UIBM and WIPO

Speakers: Ms. Simona Marzetti
Ms. Loredana Guglielmetti

16.10 p.m. – 16.30 p.m.

Questions and Answers

CLOSING SESSION

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