



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, World
Intellectual Property Organization (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), World Intellectual Property Organization (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, World Intellectual Property Organization (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, World Intellectual Property Organization (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, World Intellectual Property Organization (WIPO)

4.15 p.m. – 4.30 p.m. **Questions and Answers**

4.30 p.m. – 4.40 p.m. **CLOSING SESSION**