



THE INTELLECTUAL PROPERTY OFFICE OF NEW ZEALAND



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## SEMINAR

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**ORIGINAL: ENGLISH**  
**DATE: FEBRUARY 26, 2015**

### **WIPO Services and Initiatives**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Intellectual Property Office of New Zealand

**Auckland, March 5, 2015**  
**Wellington, March 6, 2015**

PROVISIONAL PROGRAM

*Prepared by the Secretariat*

## **Auckland – Heritage, 35 Hobson St, Auckland**

Thursday, March 5, 2015

### **9.30 a.m. – 9.40 a.m. OPENING SESSION**

Welcome addresses by:

- Ms. Mandy McDonald, Commissioner, Intellectual Property Office of New Zealand (IPONZ)
- Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector (GIS), WIPO

### **9.40 a.m. – 9.55 a.m. Topic 1: Introduction to WIPO – Major Intellectual Property Economic Studies - trends in export markets, business case studies, success stories and challenges**

Speaker: Mr. Victor Vázquez López, Head, Section for Coordination of Developed countries, Department for Transition and Developed Countries (TDC), WIPO

This presentation briefly introduces the main features of WIPO and its main areas of activity in norm- setting, cooperation and the provision of services. It looks at the newly established activities in the area of IP and economics with special emphasis on economic studies, including the Global Innovation Index and a brief overview of the performance of the countries concerned.

### **9.55 a.m. – 10.25 a.m. Topic 2: The Patent Cooperation Treaty (PCT) – update on ePCT and future developments**

Speaker: Ms. Christine Bonvallet, Senior Legal Officer, PCT Legal Division, Patent and Technology Sector (PTS)

This presentation describes briefly the main features of the Patent Cooperation Treaty (PCT) administered by WIPO which facilitates for applicants the obtaining of patent protection internationally for their inventions, helps patent Offices with their patent granting decisions, and facilitates public access to a wealth of technical information relating to those inventions. The presentation will highlight some of the recent developments in the PCT including ePCT, the WIPO online service that provides secure electronic interaction with international applications maintained by the International Bureau, as well as a simple, intuitive interface for online filing of international applications.

### **10.25 a.m. – 10.45 a.m. Topic 3: Madrid and Hague – improvements to systems – Madrid Goods and Services Manager, ROMARIN**

Speaker: Mr. Neil Wilson, Director, Registries Support Division, Brands and Designs Sector (BDS), WIPO

The Madrid and Hague systems are simple, centralized, cost effective and flexible solutions to international trademark and design registration, as well as subsequent IP title life cycle management. Both systems are the subject of ongoing improvement, and offer modern online

tools to facilitate system interactions. This topic will introduce the two systems, outline on going improvements and demonstrate a number of online tools.

10.45 a.m. – 10.55 a.m. **Topic 4: Alternative Dispute Resolution – practical tips**

Speaker: Mr. Victor Vázquez López, WIPO

The WIPO Arbitration and Mediation Center is a neutral, international and non-profit dispute resolution provider that offers time- and cost-efficient alternative dispute resolution (ADR) options. WIPO mediation, arbitration, expedited arbitration, and expert determination enable private parties to efficiently settle their domestic or cross-border IP and technology disputes out of court. The WIPO Center also offers domain name dispute resolution services.

10.55 a.m. – 11.10 a.m. Coffee break

11.10 a.m. – 11.40 a.m. **Topic 5: Callaghan Innovation – Accelerating the Commercialization of Innovation in New Zealand**

Speaker: Mr. Neville Queree, Group Manager Intellectual Property, Callaghan Innovation

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11.40 a.m. – 12.00 p.m. **Topic 6: Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy**

Speaker: Mr. Yoshiyuki Takagi, WIPO

WIPO cooperates with intellectual property (IP) offices, users and other stakeholders to develop shared IP tools, services, standards, databases and platforms. This technical infrastructure is designed to help IP institutions collaborate more effectively and deliver more efficient services to their users; as well as enabling innovators and information-seekers worldwide to freely access the knowledge contained in the IP system. Infrastructure includes WIPO databases, such as PATENTSCOPE, Global Brand Database and the Global Design Database, each of which enables to consult large international and national collections of patents, trademarks and designs, respectively. Infrastructure also includes platforms for the secure exchange of key information among IP offices (DAS, CASE), as well as dedicated fora bringing together stakeholders in areas such as neglected tropical diseases (WIPO RE:SEARCH) or green technologies (WIPO GREEN)

12.00 p.m. – 12.30 p.m. **Open Discussion – Questions and Answers**

Moderator: TBD

Speakers: All speakers

12.30 p.m. – 12.33 p.m. **CLOSING SESSION**

12.33 p.m. – 1.30 p.m. Networking lunch

## **Wellington – MBIE 15 Stout St, Wellington**

Friday, March 6, 2015

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