

World Intellectual Property Organisation

SERVICES AND INITIATIVES TO HELP GROW GLOBAL BUSINESSES THROUGH INNOVATION

organised by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Department of Jobs, Enterprise & Innovation and the Irish Patents office

REGISTRATION PROCESS

Please choose the venue you would like to attend and follow the appropriate link below to reserve your place

DUBLIN - [Click here to register for Dublin Venue](#)

LIMERICK - [Click here to register for Limerick Venue](#)

WIPO SEMINAR PROGRAM

08.30 – 09.20

REGISTRATION

09.20 – 09.40

OPENING SESSION

Welcome addresses by:

- **Anne Coleman-Dunne**, Director of IP, Department of Jobs, Enterprise and Innovation
 - **Yoshiyuki Takagi**, Assistant Director General, WIPO
 - Dublin 16th June: **Professor Vinny Cahill**, Dean of Research, Trinity College, Dublin
 - Limerick 18th June: **Paul Dillon**, Director of the Technology Transfer Office, UL
-

09.40 – 10.00

Topic 1: Introduction to WIPO:
Development of the International Legal Framework;
Major Intellectual Property Economic Studies

Speaker: **Christopher Ruggiero**,
Senior Legal Officer, Transition and Developed Countries Division, WIPO

10.00 – 10.45

Topic 2: The Patent Cooperation Treaty (PCT)
Introduction and Future Developments

Speaker: **Matthew Bryan**,
Director, Innovation and Technology sector & PCT Legal, WIPO

10.45 – 11.15	Topic 3: In-house Innovation: Capturing Creativity through Intellectual Asset Management.
	<i>Speaker:</i> Joe Doyle , IP Manager, Enterprise Ireland
11.15 – 11.30	BREAK
11.30 – 11.50	Topic 4: Global Intellectual Property Systems: (a) The Madrid System for the International Registration of Trade Marks
	<i>Speakers:</i> Debbie Roenning , Director, Madrid Registry, WIPO
11.50 – 12.20	Topic 5: Global Intellectual Property Systems: (a) Practice and experiences of the Madrid System for the International Registration of Trade Marks
	<i>Speaker:</i> Niamh Hall , Partner, FR Kelly & Co, Patent and Trade Mark Agents
12:20 – 13:00	Topic 6: Collaborative Innovation with Industry: Technology Transfer and Access to Higher Education IP and Know-How
	<i>Speaker:</i> Alison Campbell , Director, Knowledge Transfer Ireland
13.00 – 14.00	NETWORKING LUNCH
14.00 – 14.30	Topic 7: (i) WIPO Arbitration and Mediation Center (ADR): Alternative Dispute Resolution
	<i>Speaker:</i> Matthew Bryan , Director, Innovation and Technology sector & PCT Legal, WIPO
14.30 – 14.55	(ii) Using Mediation to Reduce Cost in IP Enforcement – Possible Case Study
	<i>Speaker:</i> Yvonne McNamara , Barrister at Law
14.55 – 15.15	(iii) The Unified Patent Court – A New Court System for Defending European Patents
	<i>Speaker:</i> Anne Coleman-Dunne , Director of IP, Department of Jobs, Enterprise & Innovation
15.15 – 15.45	Topic 8: Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy
	<i>Speakers:</i> Yoshiyuki Takagi , Assistant Director General, WIPO Fergal Brady , Patent Examiner, Patents Office [TCD] Karen Ryan , Patent Examiner, Patents office [UL]
15.45 – 16.15	Q&A, SESSION CLOSE

Attendance is free and places are limited at both the Dublin and Limerick venues. So reserve your place today by clicking on the relevant registration link above! You will receive a registration confirmation from the organisers soon afterward. If you have questions in advance of the event please email ipu@djei.ie