



REGIONAL CONFERENCE

WIPO/IP/HIP/TYO/15/INF/1
ORIGINAL: ENGLISH
DATE: JUNE 19, 2015

Head of Intellectual Property Office Conference (HIPOC) for Countries in South Asia and Southeast Asia – Phase I

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with, and with the assistance of
the Japan Patent Office (JPO)

Tokyo, June 29 and 30, 2015

PROGRAM

prepared by the International Bureau of WIPO

Monday, June 29, 2015

8.30 – 9.00 Registration and administration matters

9.00 – 9.15 Opening ceremony

Welcome address by:

Mr. Hitoshi Ito, Commissioner, Japan Patent Office (JPO), Tokyo

Mr. Andrew M. Ong, Director, Regional Bureau for Asia and the Pacific,
World Intellectual Property Organization (WIPO), Geneva

9.15 – 9.30 Introduction

Forging a Partnership for Technical Assistance Sustainability, In-Country Institutional Capacity-Building and Tangible Economic Benefits from IP, with National IP Offices through HIPOC

Mr. Andrew M. Ong

**THEME I CONVERSATIONS ON THE GLOBAL
MANIFESTATIONS OF IP IN CONTEMPORARY
SOCIETY**

9.30 – 10.15 **Topic 1 The Complex Reality of IP**

- Using IP to drastically change the pace of innovation and creativity and dissemination of knowledge
- What drives innovation and creativity?
- How is IP a tool for innovation?
- Why and how should the public sector manage IP?

Speaker: Mr. John Dodds, Patent Attorney, Dodds and Associates, Washington, D.C.

10.15 – 10.45 **Roundtable Discussion: The Vicissitudes of Gods!**

A Presentation and Panel Discussion on Topic 1 in relation to the job mission of DG's considering the state of IP development in the country

Presenter and Moderator Mr. Jesper Kongstad, Director General, Danish Patent and Trademark Office, Taastrup, Denmark

10.45 – 11.00 Coffee Break

11.00 – 11.45	Topic 2	Fundamental Requisites for an Enabling Environment for IP to be Relevant to National Development <ul style="list-style-type: none">- What comprise the innovation ecosystem?- How to build the ecosystem from ground zero?- Lessons and cases from countries Speaker: Mr. John Dodds
11.45 – 12.15	Roundtable Discussion:	A Journey of A Thousand Miles <i>A Presentation and Panel Discussion on Topic 2 in relation to the mission and vision of national IP offices</i> Presenter and Moderator: Mr. Jesper Kongstad
12.15 – 13.45	Lunch Break	
13.45 – 14.30	Topic 3	Trademarks: In Support Branding Strategies <ul style="list-style-type: none">- Definition (+ examples)- Criteria of protection- Registration- Well-known marks- Non-traditional marks- Trademarks and the Internet- Branding Speaker: Mr. Giulio Zanetti, International Consultant, Adjunct Professor, Loyola University, Rome
14.30 – 15.00	Roundtable Discussion:	Finding the Cheese in the Labyrinth (Part 1) <i>A Panel Discussion on Topic 3 in relation to the challenges of operating the national trademark registry</i> Moderator: Mr. Andrew M. Ong
15.00 – 15.15	Coffee Break	

15.15 – 16.00	Topic 4	Patents: An International Perspective to Protecting Inventions and the Role of National Patent Systems - at the technical and policy levels <ul style="list-style-type: none">- Definition, types (+ examples)- Criteria of protection- Filing and granting (+ exclusions)- Rights conferred (+ exceptions & limitations) Speaker: Ms. Tomoko Miyamoto, Head, Patent Law Section, WIPO
16.00 –16.30	Roundtable Discussion:	Finding the Cheese in the Labyrinth (Part 2) <p><i>A Panel Discussion on Topic 4 in relation to the challenges of operating the national patent registry</i></p> Moderator: Mr. Andrew M. Ong Lead Discussants: DGs from two selected countries
16.30 – 17.15	Topic 5	Industrial Designs: Growing in Importance and Value <ul style="list-style-type: none">- Definition of an industrial design (+ examples)- Conditions of protection of an industrial design- Registration- Means of protection of designs (Policy options) Speaker: Mr. Giulio Zanetti
17.15 –17.45	Roundtable Discussion:	Finding the Cheese in the Labyrinth (Part 3) <p><i>A Panel Discussion on Topic 5 in relation to the challenges of operating the national design registry</i></p> Moderator: Mr. Andrew M. Ong
19.00 – 21.00	Reception	

Tuesday, June 30, 2015

THEME II

**SELECTED TOPICS FOR AN INTELLECTUAL
PROPERTY OFFICE EXECUTIVE MBA
(IPO-EMBA) PROGRAM**

9.00 – 9.30

Topic 6

**Getting a Cockpit View: Measuring Organizational
Performance using a Dashboard and Finding out
What's Worth Measuring and What's Not**

Speakers: Mr. Hitoshi Ito, Commissioner, Japan
Patent Office (JPO), Tokyo

Mr. Jesper Kongstad

9.30 – 10.00

**Information-Sharing Session on Performance
Measures**

Lead Discussants: Mr. Miguel Ángel Margáin,
Director General, Mexican Institute
of Industrial Property, Mexico

Ms. Patricia García-Escudero
Marquez, Director General,
Spanish Patent and Trademark
Office (OEPM), Madrid

10.00 – 10.15

Coffee Break

10.15 – 10.45

Topic 7

**Managing the Human Capital as a Core Asset;
Human Resource (HR) Policy, Strategies and
Administrative Structures; Workload Assignments;
Recruiting and Retaining the Right People and
Training**

Speakers: Mr. Jesper Kongstad

Mr. Kunihiro Shimano, Director-General,
Patent Examination Department (Electronic
Technology), JPO

10.45 – 11.15

**Information-Sharing Session on HR-related
Concerns and Challenges**

Lead Discussants: Mr. Miguel Ángel Margáin

Ms. Patricia García-Escudero
Marquez

11.15 – 11.45	Topic 8	Understanding the Core Business of Trademark and Patent Examination; Quality vis-à-vis Speed; Effectivity versus Efficiency; What should be Considered as Backlogs and How to Effectively Reduce Them
		Speakers: Mr. Miguel Ángel Margáin Ms. Patricia García-Escudero Marquez
11.45 – 12.15		Information-Sharing Session on Quality Assurance Measures
		Lead Discussants: Mr. Masayuki Koyanagi, Director General, Patent Examination Department (Chemistry, Life Science and Material Science), JPO Mr. Jesper Kongstad
12.15 – 13.45	Lunch Break	
13.45 – 14.15	Topic 9	Building a Culture of Customer-Centric Service and Why It Pays to Listen to Customers; Stakeholder and Customer Mapping and Feedback Mechanisms; Defining and Communicating the Organizational Culture Internally and Externally; Measuring Achievements in Culture-Building
		Speakers: Ms. Patricia García-Escudero Marquez Mr. Miguel Ángel Margáin
14.15 – 14.45		Information-Sharing Session on Organizational Culture
		Lead Discussants: Mr. Hitoshi Ito Mr. Jesper Kongstad
14.45 – 15.30	Topic 10	Taking Full Advantage of International Cooperation: Roles and Responsibilities of Persons in charge of International Cooperation; Mechanism Contributing to Successful IP Cooperation; and the Japan Fund-in-Trust at WIPO
		Speakers: Mr. Shintaro Takahara, Director, International Policy Division, JPO Mr. Jesper Kongstad Ms. Tomoko Miyamoto

15.30 – 16.00

**Information-Sharing Session on International
Cooperation**

Lead Discussants: Ms. Patricia García-Escudero
Marquez

Mr. Miguel Ángel Margáin

16.00 – 16.15 Coffee Break

16.15 – 17.00 **Path Forward: Discussions on Sustainability of Results from
Technical Assistance Given to National IP Offices
and the Next HIPOC**

17.00 – 17.30 Closing ceremony

Closing addresses by:

The DG representatives of the Association of Southeast Asian Nations
(ASEAN) and the South Asian Association for Regional Cooperation
(SAARC)

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