

## **Information Session on Geographical Indications**

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INFORMATION ON SPEAKERS

*prepared by the Secretariat*

### SUELEN CARLS



Suelen Carls is a Brazilian national working as a Senior Research Fellow at the Max Planck Institute for Innovation and Competition in Germany. She is a Visiting Professor at the University of Marília (Unimar) in Brazil, supervising Master and PhD students.

She is also a WIPO Academy tutor for the Advanced Course on Trademarks, Industrial Designs and Geographical Indications and the Distance Learning Specialized Course on the Madrid System for the International Registration of Marks.

Besides that, Ms. Carls is engaged in several voluntary activities. She is a Founding-member of the Santa Catarina State “GIs Development Cooperation Network”, established in 2014, and the Academic Coordinator of the Santa Catarina State Workshop on Geographical Indications, an annual event first held in 2012.

Ms. Carls is a Doctor in law from the Federal University of Santa Catarina (with a research phase at the University of Oxford). She is a Bachelor of Laws and holds a Master’s degree in Regional Development from the Regional University of Blumenau.

### FLEURETTE COETZEE



Fleurette Coetzee is Senior Manager of the Trademarks Division of the Companies and Intellectual Property Commission (CIPC), Department of Trade, Industry and Competition (the DTIC) in South Africa.

She has been involved in the field of trademarks since she completed her legal studies in November 1991, when she was seconded by the Department of Justice (DOJ) to the South African Patents and Trade Marks Office (SAPTO), as a legal administration officer in the Trade Marks Division. In July 1996, she was appointed as Assistant Registrar: Patents, Trade Marks, Copyright and Designs. In June 1998, she joined the MIH Group (holding company) as the Group Trade Marks Manager. In August 2003, she returned to the CIPC (formerly known as the Companies and Intellectual Property Registration Office (CIPRO)) as a consultant in the Trade Marks Division.

Before her current position, Ms. Coetzee was appointed as the Interim Manager Trade Marks, where she was responsible for the day-to-day operational administration and management of the entire Trade Marks Division in CIPRO.

Ms. Coetzee is also responsible to act as presiding officer in *ex parte*, interlocutory and formal hearings in the Tribunal of the Registrar of Trade Marks. She further represents the South African Government in international fora such as the WIPO Standing Committee on Trade Marks, Designs and Geographical Indications (SCT) as a technical subject matter expert.

ALEXANDRE LEVY



Alexandre Levy is Deputy Head of the Legal and International Department at the National Institute of Origin and Quality (INAO), France, and member of the INAO since 2016.

He is in charge of the supervision and protection of French geographical indications in many countries and he closely follows the negotiations of the bilateral agreements concluded by the European Union and third countries concerning the provisions relating to Geographical Indications. He is also in charge of the supervision of international cooperation missions for INAO along with the French IP Office (*Institut national de la propriété industrielle* (INPI)), the Ministry of Agriculture and Food, and the Ministry of Economy.

Mr. Levy was a teacher-researcher at the Sorbonne University in Paris from 2008 to 2016 in International Law and Comparative Law. In this framework, he specialized his study in the Laws of countries on the common law tradition and Asian Laws.

Mr. Levy carries out training courses in relation with the legal aspects of GIs and he is also involved in several research projects to enhance the Geographical Indications system.

LINDESAY LOW



Lindsay Low is a Scottish qualified lawyer and Deputy Director of Legal Affairs at the Scotch Whisky Association, the trade association for the Scotch Whisky Industry.

He helps lead a team of lawyers responsible for protecting the geographical indication Scotch Whisky and has particular responsibility for the Association's work in the Americas and Asia Pacific regions.

Mr. Low is also a member of the International Trademark Association's Geographical Indication Committee and Chair of its Expansion Monitoring Sub-Committee.

NGUYEN THI PHUONG THAO



Nguyen Thi Phuong Thao has been a Geographical Indication and Trademark Examiner of the Intellectual Property Office of Vietnam (IP Vietnam) since 2007.

From 2016 to 2018, she also played a role as a Coordinator of the Project "Supporting the development of geographical indications in Vietnam" funded by the French Development Agency.

Following her Bachelor Degree in Intellectual property, Ms. Nguyen obtained a Master's Degree with the research topic "Controlling Geographical Indications in Vietnam".

Ms. Nguyen has also published several articles in the field of geographical indications.

NANCY OMELKO



Nancy Omelko is currently Senior Trademark Counsel for International Policy in the Office of Policy and International Affairs at the United States Patent and Trademark Office (USPTO). She specializes in international and domestic trademark law, with a focus on geographical indications.

Ms. Omelko served a two-year detail with the Office of the United States Trade Representative to the World Trademark Organization (WTO) in Geneva, Switzerland, as the Intellectual Property Attaché.

Ms. Omelko participates in bi-lateral and multilateral discussions with countries around the world. During her tenure at the USPTO, she has held the position of Administrator for Petitions in the Trademark Commissioner's Office; Motions Attorney at the Trademark Trial and Appeal Board; and Examining Attorney, where she examined service mark applications and held the title of Certification Mark Specialist.

DUSTYN TAYLOR



Dustyn Taylor is Assistant Director in the Policy and International Affairs team at the IP Australia. In his current role he focuses on trademarks and geographical indications matters both domestically and internationally.

Prior to his current function, Mr. Taylor was a Senior Trade Mark Examiner in the Trade Marks and Designs business group.

In addition to representing Australia at the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT), he has also led Australia's delegation at the WIPO Working Group on the Legal Development of the Madrid System.

He holds a law degree from Flinders University and is admitted to practice before the Supreme Court of South Australia.

MASSIMO VITTORI



Massimo Vittori is the Managing Director of the Organization for an International Geographical Indications Network (oriGIn), in charge of the Organization's strategic planning and overall management.

Mr. Vittori previously worked as Legal Advisor at the International Trade Center (ITC) – a technical assistance agency of the World Trade Organization (WTO) and the United Nations – where he was in charge of several projects in the field of intellectual property, trade law harmonization, model contacts for SMEs and alternative business dispute resolution mechanisms. Mr. Vittori also worked at the United Nations Conference for Trade and Development (UNCTAD) on the improvement of developing countries' investment climate through regulatory reforms.

Following his Bachelor Degree in International Relations, he obtained a Master's Degree in International Law at the Graduate Institute of International and Development Studies of Geneva and an LL.M. in Intellectual Property at the University of Turin.

Mr. Vittori regularly delivers seminars on GIs, trademarks and trade-related issues in several European Universities.

CHRISTIAN WICHARD



Johannes Christian Wichard is Deputy Director General in the German Federal Ministry of Justice and Consumer Protection. Since January 2019, he is in charge of Departments addressing commercial and economic law matters, including, in particular, the evolution of legislation as well as EU and international negotiations in the area of intellectual property. Between December 2014 and December 2018, he directed the Ministry's work in civil law matters, including family law, inheritance law, private international law, international civil procedure, and arbitration.

From December 2009 to December 2014, he was Deputy Director General of the World Intellectual Property Organization (WIPO) in Geneva.

Prior to joining WIPO, he was, from August 2006, Deputy Director General in the German Federal Ministry of Justice in charge of IP law and policy and other economic and commercial law matters. Between November 1998 and July 2006, Mr. Wichard had already worked at WIPO, first in the Industrial Property Law Division, then in the WIPO Arbitration and Mediation Center. Before that, he was Deputy Head of Section in the German Federal Ministry of Justice dealing with Trademarks and Unfair Competition since 1996, after a brief career in teaching and research at the Faculties of Law of the University of Tübingen (since 1989) and the Free University of Berlin (as of 1995).

Mr. Wichard holds law degrees from the State of Baden-Württemberg (Germany), a doctorate degree in law from the University of Tübingen, a master's degree from Harvard Law School, and was admitted to the New York Bar in 1993.

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