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DATE: NOVEMBER 22, 2015

Advisory Committee on Enforcement

Tenth Session
Geneva, November 23 to 25, 2015

SUGGESTED TIME SCHEDULE

prepared by the Secretariat

Monday, November 23, 2015

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| 10.00 – 11.00 | Agenda item 1: Opening of the session |
| | Agenda item 2: Election of a Chair |
| | Agenda item 3: Adoption of the agenda |
| | Agenda item 4: Admission of <i>ad-hoc</i> observers |
| | Agenda item 5: Adoption of the Summary by the Chair of the ninth session of the ACE |
| 11.00 – 13.00 | Agenda item 6: Discussion of the work program agreed at the ninth session of the ACE |
- A. Practices and operation of alternative dispute resolution systems in IP areas**
- Alternative Dispute Resolution**

WIPO/ACE/10/4: Experience of the Center for Conciliation and Arbitration of the National Directorate of Copyright of Colombia

Mr. Juan Camilo Seretzki, Counselor, Permanent Mission of Colombia to the United Nations Office and other International Organizations in Geneva

WIPO/ACE/10/5: Mediation of IP Infringement Disputes: A Philippine Experience

Mr. Allan B. Gepty, Deputy Director General, Advocacy, Policy, Enforcement and International Relations, Intellectual Property Office of the Philippines (IPOPHL)

WIPO/ACE10/6: WIPO Fast-Track Intellectual Property Dispute Resolution Procedure for Palexpo Trade Fairs

Mr. Thomas Legler, Attorney-at-law, PESTALOZZI Attorneys at Law

Domain Name Dispute Resolution

WIPO/ACE/10/7: Serbian Experience in Domain Name Dispute Resolution

Mr. Dušan Popovic, Ph.D., Associate Professor, University of Belgrade, Faculty of Law; President, Serbian Domain Name Dispute Resolution Body, Member, ICANN Intellectual Property Constituency

WIPO/ACE/10/8: The Uniform Domain Name Dispute Resolution Policy (UDRP) as a Model for the Resolution of Intellectual Property Rights Disputes

Mr. Lawrence Nodine, Partner, Ballard Spahr LLP, Adjunct Professor, Emory University School of Law, Atlanta, Georgia, United States of America (USA), WIPO Domain Name Panelist

13.00 – 15.00 Lunch

15.00 – 18.00 Agenda item 6: Discussion of the work program (cont'd)

B. Preventive actions, measures or successful experiences to complement ongoing enforcement measures with a view to reducing the size of the market for pirated or counterfeited goods

Awareness Raising

WIPO/ACE/10/12: The Study of Piracy "Understanding the Shadow Market in Mexico"

Mr. Kiyoshi Tsuru, Chair of the Intellectual Property Committee of the American Chamber of Commerce (AmCham) Mexico

WIPO/ACE/10/11: Increasing Awareness of and Building Respect for Intellectual Property Rights: The Jordanian Experience

Ms. Zain Al Awamleh, Deputy Director, Industrial Property Protection Directorate, Ministry of Industry, Trade and Supply

Measuring the Impact of Building Respect for IP Animated Cartoons on Consumer Attitudes

Ms. Maha Bakhiet Zaki, Director, Intellectual Property and Competitiveness Department, Economic Sector, League of Arab States

WIPO/ACE/10/9: Enforcement of Industrial Property Rights: Experience of the Spanish Patent and Trademark Office (OEPM)

Ms. Cristina Fernández Ordás, Director, Department of Legal Coordination and International Relations, OEPM, Ministry of Industry, Energy and Tourism

WIPO/ACE/10/24: Awareness Creation: the Kenya Copyright Board
Mr. Edward Sigei, Acting Executive Director, Kenya Copyright Board

Educational Tools for Young People

WIPO/ACE/10/13: Educational Tools for Building Respect for IP in Italy:
 Small and Big Inventors and the Competition of Ideas
*Ms. Francesca Arra, Senior Officer, Division IV "Assistance to Enterprises
 in the Fight against Counterfeiting, IP Promotion and International Affairs",
 Directorate General for the Fight Against Counterfeiting – Italian Patent
 And Trademark Office (DGLC-UIBM), Ministry of Economic Development
 of Italy*

18.00 Inauguration of the Exhibition and Cocktail Reception

Tuesday, November 24, 2015

10.00 – 13.00 Agenda item 6: Discussion of the work program (cont'd)

**B. Preventive actions, measures or successful experiences to
 complement ongoing enforcement measures with a view to reducing
 the size of the market for pirated or counterfeited goods (cont'd)**

Educational Tools for Young People (cont'd)

WIPO/ACE/10/15: Awareness Raising through Educational Tools and
 Measures for Young People: the Case of Japan
*Mr. Koichi Matsushita, Director, Regional Cooperation Office,
 International Cooperation Division, Japan Patent Office*

WIPO/ACE/10/16: IP Awareness in Malaysia
*Ms. Jamilah Kamaruddin, Head of Corporate Communications for Director
 General, Intellectual Property Corporation of Malaysia (MyIPO)*

WIPO/ACE/10/14: Building Respect for IP: UK Educational Awareness
 Raising Initiatives
*Elizabeth Jones, International Enforcement Policy Advisor, Copyright & IP
 Enforcement Directorate, Intellectual Property Office, United Kingdom of
 Great Britain and Northern Ireland (UK)*

WIPO/ACE/10/25: Respect for Copyright – Education Resources
*Mr. Ian Wall, Co-Founder, Managing Director and Head of Education, The
 Film Space, Manchester, UK*

Panel Discussion: Public Communications Campaigns on Respect for IP and Awareness Tools for Young People

Moderator: *Mr. Grega Kumer, Senior IP Adviser, Permanent Mission of the United Kingdom of Great Britain and Northern Ireland*

Panelists: *Ms. Gabriela Zúñiga Bermúdez, Head, Institutional Projection Department, National Registry of Costa Rica*

Mr. Miguel Angel Margáin, Director General, Mexican Institute of Industrial Property (IMPI)

Ms. Natalia Mogol, Deputy Head, Trademarks and Industrial Designs Department, State Agency on Intellectual Property of the Republic of Moldova (AGEPI); Deputy Head, Observatory on Enforcement of IP Rights

Mr. Tomáš Klinka, Expert, Industrial Property Office of the Slovak Republic, Banská Bystrica

Ms. Amanda Lotheringen, Senior Manager, Copyright and IP Enforcement, Companies and Intellectual Property Commission (CIPC), Ministry of Trade and Industry

Ms. Claire Castel, Operations & Projects Area, European Observatory on infringements of Intellectual Property Rights, Office for Harmonization in the Internal Market (Trade Marks and Designs), Alicante, Spain

13.00 – 15.00 Lunch

13.15 – 14.30 Side Event: WIPO's Capacity-Building Activities to Build Respect for Intellectual Property

Speaker: *The Honorable Judge L.T.C. Harms, Former Deputy President of the Supreme Court of Appeal, South Africa*

15.00 – 18.00 Agenda item 6: Discussion of the work program (cont'd)

B. Preventive actions, measures or successful experiences to complement ongoing enforcement measures with a view to reducing the size of the market for pirated or counterfeited goods (cont'd)

Preventing Infringements in the Online Environment

WIPO/ACE/10/20 : Copyright Enforcement in the Digital Age: Empirical Economic Evidence and Conclusions

Dr. Brett Danaher, Assistant Professor, Economics Department, Wellesley College, USA

WIPO/ACE/10/18: French Initiatives to Prevent and Combat Cyber-Counterfeiting

Ms. Stéphanie Leguay, Coordinator, National Anti-Counterfeiting Committee, National Institute of Industrial Property (INPI), France

WIPO/ACE/10/17: Experiences with Complementing ongoing Enforcement Measures in the Republic of Korea

Mr. Sung-Yeol Kim, Deputy Director, Culture and Trade Team, Copyright Bureau, Ministry of Culture, Sports and Tourism of the Republic of Korea (MCST)

Mr. Daegyeong Yang, Assistant Deputy Director, Multilateral Affairs Division, Korean Intellectual Property Office (KIPO)

WIPO/ACE/10/22: The Activities of the Federation of the Swiss Watch Industry in the Area of Preventive Actions to Address Online Counterfeiting
Ms. Carole Aubert, Head, Internet Unit, Federation of the Swiss Watch Industry, Biel/Bienne, Switzerland

WIPO/ACE/10/23: Danish Initiatives Complementing ongoing Enforcement Measures

Mr. Nicky Valbjørn Trebbien, Chief Legal Adviser and Daily Head of Copyright Unit, Danish Ministry of Culture

WIPO/ACE/10/21: Interactive Advertising Bureau (IAB) Poland Initiatives on Advertising Misplacement to Tackle Intellectual Property Rights (IPR) Infringement

Mr. Włodzimierz Schmidt, President of the Board, IAB Poland, Board Member of IAB Europe, Board Member of the Polish Advertising Council

Wednesday, November 25, 2015

10.00 – 12.00 Agenda item 6: Discussion of the work program (cont'd)

B. Preventive actions, measures or successful experiences to complement ongoing enforcement measures with a view to reducing the size of the market for pirated or counterfeited goods (cont'd)

National Strategies to Build Respect for IP

WIPO/ACE/10/10: The Experience of the Republic of Moldova in Building Respect for Intellectual Property, in particular through Education Campaigns Designed for Public Authorities and Young People

Ms. Natalia Mogol, Deputy Head, Trademarks and Industrial Designs Department, State Agency on Intellectual Property of the Republic of Moldova (AGEPI); Deputy Head, Observatory on Enforcement of IP Rights

WIPO/ACE/10/19: A National Strategy to Combat Intellectual Property Crimes in Zambia

Mr. Richard Mweene, Deputy Commissioner, Zambia Police Service, Lusaka

WIPO/ACE/10/23: Danish Initiatives Complementing ongoing Enforcement Measures

Ms. Barbara Suhr-Jessen, Chief Legal Adviser, Policy and Legal Affairs, Danish Patent and Trademark Office (DKPTO)

Strategic Cooperation

Panel Discussion: Strategic Cooperation among Various Government Agencies

Moderator: to be confirmed

Panelists: *Ms. Barbara Suhr-Jessen, Chief Legal Adviser, Policy and Legal Affairs, Danish Patent and Trademark Office (DKPTO)*

Mr. Richard Mweene, Deputy Commissioner, Zambia Police Service, Lusaka

Ms. Natalia Mogol, Deputy Head, Trademarks and Industrial Designs Department, State Agency on Intellectual Property of the Republic of Moldova (AGEPI); Deputy Head, Observatory on Enforcement of IP Rights

Ms. Stéphanie Leguay, Coordinator, National Anti-Counterfeiting Committee, National Institute of Industrial Property (INPI), France

Ms. Josephine Santiago, Director General, Intellectual Property Office of the Philippines (IPOPHIL), Taguig City

Mr. Arturo J. Ancona García López, Head, Specialized Unit for the Investigation of Crimes against Copyright and Industrial Property, Office of the Attorney General of the Republic, Mexico City

12.00 – 13.00 Agenda item 7: Recent activities of WIPO in the field of building respect for IP

13.00 – 15.00 Lunch

15.00 – 18.00 Agenda item 8: Work of the ACE

Agenda item 9: Adoption of the Summary by the Chair

Agenda item 10: Closing of the session

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