

INTELLECTUAL PROPERTY IN THE EMERGING ECONOMIES

Time	# of Mins	Description
		August 9 - Day 1 - Overview
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 1:05pm	5 mins	Invocation/ National Anthem
		Welcoming Address
1:05pm – 1:10pm	5 mins	Director General Rowel S. Barba
		IPOPHL
1:10pm – 1:20pm	10 mins	Keynote Speech
1: 20pm - 1:30pm	10 mins	Keynote Speech
1:30pm – 1:35pm	5 mins	Photo Opportunity
		Presentation of the Program
1:35pm – 1:50pm	15 mins	Ma. Liezel Bumanglag
		IP Academy
		The Intellectual Property System in Emerging Economies: The Philippine Experience
1:50pm – 2:50pm	60 mins	Assistant Director Frederick Romero, Ph.D.
		Bureau of Copyright and Related Rights - IPOPHL
2:50pm – 3:00pm	10 mins	Virtual Tour of the Intellectual Property Office of the Philippines
3:00pm – 3:15pm	15 mins	Health Break
		World Intellectual Property Organization: Vision, Mission, and Current Developments
3:15pm - 4:45pm	90 mins	Atty. Edward Kwawa
		Assistant Director General, Global Challenges and Partnerships Sector - WIPO
4:45pm - 4:55pm	10 mins	Groupings, Discussion of Learning Activities & Final Requirements
4:55pm – 5:00pm	5 mins	Wrap up

		August 10 - Day 2 – Trademarks
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
		Protecting Goodwill: Dissecting the Trademark System in Emerging Economies
1:00pm – 2:30pm	90 mins	Director Jesus Antonio Ros
		Director, Bureau of Trademarks - IPOPHL
2:30pm – 2:45pm	15 mins	Health Break
		Maintaining Your Edge: A Discussion on Unfair Competition
2:45pm – 4:15pm	90 mins	Atty. Divina Pastora V. Ilas-Panganiban
		Partner - Quisumbing Torres
4:15pm – 4:30pm	15 mins	Health Break
		The Geographical Indication System: The Way Forward
4:30pm - 6:00pm	90 mins	Atty. Irma Morcillo
		Bureau of Trademarks - IPOPHL
		August 11 - Day 3 - Patents, Utility Model, and Industrial Design
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
		Protection of Inventions in the Emerging Economies: The Significance of the Patent System
1:00pm – 2:30pm	90 mins	Director Lolibeth Medrano
		Director, Bureau of Patents - IPOPHL
2:30pm – 2:45pm	15 mins	Health Break
		The In-Between: Design Protection and its interface with other IP Areas
2:45pm – 4:15pm	90 mins	Atty. Amanda T. Carlota
		Associate - Federis & Associates
4:15pm – 4:30pm	15 mins	Health Break
		Workshop: Patent Search and Patent Drafting
4:30pm - 6:00pm	90 mins	Atty. Editha Hechanova
		Managing Partner - Hechanova Bugay Vilchez & Andaya-Racadio Law Office
		August 12 - Day 4 – Copyright and Related Rights
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
		Protection of Creative Works in Emerging Economies: The Role of Copyright and Related Rights
1:00pm – 2:30pm	90 mins	Atty. Ferdinand M. Negre
		Founding Partner - Bengzon Negre Untalan Intellectual Property Attorneys
2:30pm – 2:45pm	15 mins	Health Break
		Entertainment and Creativity: The Contribution of Copyright to Media Enterprises in Emerging Economies
2:45pm – 4:15pm	90 mins	Atty. Marivic Benedicto
		Head, Music Publishing and New Media - Star Music Group of ABS-CBN
4:15pm – 4:30pm	15 mins	Health Break
4:30pm - 6:00pm	90 mins	Creative Commons and the Public Domain: Issues and Challenges
		Atty Mark Robert Dy

August 13 Day 5 IP Commercialization 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Registration and Administrative Matters 2:30pm - 2:45pm 15 mins Health Break 2:45pm - 4:15pm 90 mins Maximizing the Value of Intellectual Property: IP Commercialization, Transfer of Technology and Licensing 4:15pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Health Break 4:30pm - 1:00pm 60 mins Health Break 7:00pm - 1:00pm 60 mins Health Break 7:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins The Other Way: Alternative Dispute Resolution in IP Disputes 2:45pm - 4:15pm 90 mins Health Break 2:30pm - 2:45pm 15 mins Health Break 1:2:00p			Professor - University of Cebu School of Law
1:00pm - 2:30pm 90 mins Managing Intellectual Property Assets: A Practical Perspective Atty. Teodoro Alejandro Y. Kalaw IV Professor of Law, Ateneo Law School 2:30pm - 2:45pm 15 mins Health Break 00 mins Maximizing the Value of Intellectual Property: IP Commercialization, Transfer of Technology and Licensing Maximizing the Value of Intellectual Property: IP Commercialization, Transfer of Technology and Licensing Maximizing the Value of Intellectual Property: The Theory and Practice of IP Valuation 4:15pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Mary Jade Roxas-Divinagracia Managing Partner, Deals & Corporate Finance - PwC Philippines 12:00pm - 1:00pm 60 mins Registration and Administrative Matters Challenges and Best Practices of the Enforcement 1:00pm - 2:30pm 90 mins Registration and Administrative Matters Challenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies DC Ricardo Blancaflor Former Director General - IPOPHL 2:30pm - 2:45pm 15 mins Health Break 4:15pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Health Break 1:2:00pm - 1:00pm 15 mins Health Break 1:100pm - 2:30pm 90 mins Health Break 1:100pm - 1:00pm 15 mins Health Break			August 13 - Day 5 – IP Commercialization
1:00pm - 2:30pm90 minsManaging Intellectual Property Assets: A Practical Perspective Atty, Teodoro Alejandro Y. Kalaw IV Professor of Law, Ateneo Law School2:30pm - 2:45pm15 minsHealth Break2:45pm - 4:15pm90 minsMaximizing the Value of Intellectual Property: IP Commercialization, Transfer of Technology and Licensing Atty Reena C. Mitra-Ventanilla Partner, Intellectual Property, Data and Technology - Quisumbing Torres4:15pm - 4:30pm15 minsHealth Break4:30pm - 6:00pm90 minsKnowing the Value of Intellectual Property: The Theory and Practice of IP Valuation Mary Jade Roxas-Divinagracia Marging Partner, Deals & Corporate Finance - PwC Philippines August 16 - Day 6 - IP Enforcement12:00pm - 1:00pm60 minsRegistration and Administrative Matters Challenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies DG Ricardo Blancaflor Former Director General - IPOPHL2:30pm - 2:45pm15 minsHealth Break4:15pm - 4:30pm15 minsHealth Break1:30pm - 2:45pm15 minsHealth Break4:30pm - 6:00pm90 minsKasistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL4:30pm - 6:00pm90 minsHealth Break1:2:00pm - 1:00pm15 minsHealth Break1:15pm - 4:30pm15 minsHealth Break1:2:00pm - 2:30pm90 minsKasistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL4:15pm - 4:30pm15 minsHealth Break1:10pm - 2:30pm90 minsRegistration and Administrative Matters Foundi	12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm - 2:30pm 90 mins Atty. Teodoro Alejandro Y. Kalaw IV 2:30pm - 2:45pm 15 mins Health Break 2:45pm - 4:15pm 90 mins Maximizing the Value of Intellectual Property: IP Commercialization, Transfer of Technology and Licensing 4:15pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Health Break 4:30pm - 1:00pm 90 mins Registration and Administrative Matters 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 12:00pm - 2:30pm 90 mins DR licardo Blancaflor 12:00pm - 2:30pm 90 mins DR licardo Blancaflor 1:00pm - 2:30pm 90 mins DR licardo Blancaflor 1:00pm - 2:30pm 90 mins Health Break 2:45pm - 4:15pm 15 mins Health Break 1:00pm - 2:30pm 90 mins DR licardo Blancaflor 60 mins Registration and Administrative Resolution in IP Disputes Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL 2:30pm - 2:45pm 15 mins Health Break 1:100pm - 1:00pm 15 mins Health Break 1:100pm - 2:30pm 90 mins	· · ·		Managing Intellectual Property Assets: A Practical Perspective
Professor of Law, Àteneo Law School2:30pm - 2:45pm15 minsHealth Break2:45pm - 4:15pm90 minsAtty Reena C. Mitra-Ventanilla Partner, Intellectual Property, Data and Technology - Quisumbing Torres4:15pm - 4:30pm15 minsHealth Break4:15pm - 4:30pm90 minsKnowing the Value of Intellectual Property, Data and Technology - Quisumbing Torres4:30pm - 6:00pm90 minsKnowing the Value of Intellectual Property, Data and Technology - Quisumbing Torres4:30pm - 1:00pm90 minsKnowing the Value of Intellectual Property. The Theory and Practice of IP Valuation Marajaing Partner, Deals & Corporate Finance - PwC Philippines1:00pm - 1:00pm60 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsRegistration and Administrative Matters2:45pm - 4:15pm90 minsBeat Practices of the Enforcement of Intellectual Property Rights in Emerging Economies DG Ricardo Blancaflor Former Director General - IPOPHL2:30pm - 2:45pm15 minsHealth Break2:45pm - 4:15pm90 minsThe Other Way: Alternative Dispute Resolution in IP Disputes Assistant Director Christine Pangillinan-Canlapan Bureau of Legal Affairs - IPOPHL4:30pm - 6:00pm90 minsIntellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation Atty Carlo E. Abarquez Founding Partner - VAL Law12:00pm - 1:00pm60 minsRegistration and Administrative Matters12:00pm - 1:00pm60 minsRegistration in Green Technology and Environmental Sustainability Atty: Karen Jimeno Director and Chief Legal Counsel - SofCap Partners <tr<< td=""><td>1:00pm – 2:30pm</td><td>90 mins</td><td></td></tr<<>	1:00pm – 2:30pm	90 mins	
2:45pm - 4:15pm 90 mins Maximizing the Value of Intellectual Property: IP Commercialization, Transfer of Technology and Licensing 4:15pm - 4:15pm 90 mins Maximizing the Value of Intellectual Property, Data and Technology - Quisumbing Torres 4:15pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Health Break 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Breadth Break 2:45pm - 4:15pm 90 mins Health Break 1:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins The Other Way: Alternative Dispute Resolution in IP Disputes 2:45pm - 4:15pm 90 mins Health Break 1:00pm - 6:00pm 90 mins Health Break 1:2:00pm - 1:00pm 15 mins Health Break 1:2:00pm - 1:00pm 15 mins Health Break 1:2:00pm - 1:00pm 90 mins Atternative Dispute Resolution in IP Disputes Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL 4:30pm - 6:00pm			
2:45pm - 4:15pm 90 mins Maximizing the Value of Intellectual Property: IP Commercialization, Transfer of Technology and Licensing 4:15pm - 4:15pm 90 mins Maximizing the Value of Intellectual Property, Data and Technology - Quisumbing Torres 4:15pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Health Break 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Breadth Break 2:45pm - 4:15pm 90 mins Health Break 1:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins The Other Way: Alternative Dispute Resolution in IP Disputes 2:45pm - 4:15pm 90 mins Health Break 1:00pm - 6:00pm 90 mins Health Break 1:2:00pm - 1:00pm 15 mins Health Break 1:2:00pm - 1:00pm 15 mins Health Break 1:2:00pm - 1:00pm 90 mins Atternative Dispute Resolution in IP Disputes Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL 4:30pm - 6:00pm	2:30pm – 2:45pm	15 mins	Health Break
2:45pm - 4:15pm 90 mins Atty Reena C. Mitra-Ventanilla 4:15pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Knowing the Value of Intellectual Property: The Theory and Practice of IP Valuation 4:30pm - 6:00pm 90 mins Registration and Administrative Matters 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 12:00pm - 2:30pm 90 mins Challenges and Best Practices of the Enforcement 12:00pm - 2:30pm 90 mins Challenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies DG Ricardo Blancaflor Former Director General - IPOPHL 2:30pm - 2:45pm 15 mins Health Break 4:15pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL Health Break 4:30pm - 6:00pm 15 mins Health Break 11 Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation Atty Carlo E. Abarquez Founding Partner - VAL law 4:30pm - 1:00pm			Maximizing the Value of Intellectual Property: IP Commercialization. Transfer of Technology and Licensing
Partner, Intellectual Property, Data and Technology - Quisumbing Torres4:15pm - 4:30pm15 minsHealth Break4:30pm - 6:00pm90 minsWary Jade Roxas-Divinagracia Manging Partner, Deals & Corporate Finance - PwC Philippines12:00pm - 1:00pm60 minsRegistration and Administrative Matters12:00pm - 2:30pm90 minsChallenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies DG Ricardo Blancaflor Former Director General - IPOPHL2:30pm - 2:45pm15 minsHealth Break1:50pm - 4:30pm15 minsHealth Break1:30pm - 2:30pm90 minsThe Other Way: Alternative Dispute Resolution in IP Disputes Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL4:30pm - 6:00pm90 minsIntellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation Atty Carlo E. Abarquez Founding Partner - VAL law1:2:00pm - 1:00pm60 minsRegistration and Administrative Matters1:2:00pm - 2:30pm90 minsSecuring Tomorrow: Innovation in Green Technology and Environmental Sustainability Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners2:30pm - 2:30pm90 minsHealth Break	2:45pm – 4:15pm	90 mins	
4:15pm – 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Knowing the Value of Intellectual Property: The Theory and Practice of IP Valuation 4:30pm - 6:00pm 90 mins Marging Partner, Deals & Corporate Finance - PwC Philippines 4:2:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Challenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies 0 DG Ricardo Blancaflor Former Director General - IPOPHL 2:30pm - 2:45pm 15 mins Health Break 1:5pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation 4:30pm - 6:00pm 90 mins Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation 4:30pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Registration and Administrative Matters 2:30pm - 2:30pm 90 mins Registration and Administrative Matters 2:30pm - 2:30pm 90 mins Registration and Administr			
4:30pm - 6:00pm90 minsKnowing the Value of Intellectual Property: The Theory and Practice of IP Valuation Mary Jade Roxas-Divinagracia Managing Partner, Deals & Corporate Finance - PwC Philippines12:00pm - 1:00pm60 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsChallenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies DG Ricardo Blancaflor Former Director General - IPOPHL2:30pm - 2:45pm15 minsHealth Break2:45pm - 4:15pm90 minsSesistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL4:30pm - 6:00pm90 minsHealth Break4:30pm - 6:00pm90 minsIntellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation Atty Carlo E, Abarquez Founding Partner - VAL law1:00pm - 1:00pm60 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsSecuring Tomorrow: Innovation in Green Technology and Environmental Sustainability Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners2:30pm - 2:45pm15 minsHealth Break	4:15pm – 4:30pm	15 mins	
4:30pm - 6:00pm 90 mins Mary Jade Roxas-Divinagracia Managing Partner, Deals & Corporate Finance - PwC Philippines 1:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Of Ricardo Blancaflor Former Director General - IPOPHL 2:30pm - 2:45pm 15 mins Health Break 2:45pm - 4:15pm 90 mins Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL 4:30pm - 6:00pm 90 mins Health Break 1:00pm - 1:00pm 60 mins Registration and Administrative Dispute Resolution in IP Disputes 4:30pm - 6:00pm 90 mins Health Break 1:00pm - 1:00pm 90 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Health Break 1:00pm - 2:30pm 90 mins Health Break 1:00pm - 2:30pm 90 mins Registration and Administrative Matters 2:00pm - 2:30pm 90 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Registration and Administrative Matters 2:30pm - 2:45pm 15 mins Health Break			Knowing the Value of Intellectual Property: The Theory and Practice of IP Valuation
Managing Partner, Deals & Corporate Finance - PwC Philippines August 16 - Day 6 - IP Enforcement 12:00pm - 1:00pm 60 mins Registration and Administrative Matters Challenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies DG Ricardo Blancaflor 1:00pm - 2:30pm 90 mins Health Break The Other Way: Alternative Dispute Resolution in IP Disputes 2:30pm - 4:15pm 90 mins Health Break The Other Way: Alternative Dispute Resolution in IP Disputes 4:30pm - 4:30pm 15 mins Health Break Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation 4:30pm - 6:00pm 90 mins August 17 - Day 7 - IP in Sustainable Development 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 2:30pm - 2:30pm 90 mins Karen Jimeno 0 Mins Health Break 12:00pm - 1:00pm 90 mins Health Break 12:00pm - 2:30pm 90 mins Registration and Administrative Matters <	4:30pm - 6:00pm	90 mins	
August 16 - Day 6 - IP Enforcement12:00pm - 1:00pm60 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsChallenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies0 B Ricardo Blancaflor Former Director General - IPOPHLDG Ricardo Blancaflor Former Director General - IPOPHL2:30pm - 2:45pm15 minsHealth Break2:45pm - 4:15pm90 minsThe Other Way: Alternative Dispute Resolution in IP Disputes Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL4:15pm - 4:30pm15 minsHealth Break4:30pm - 6:00pm90 minsIntellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation Atty Carlo E. Abarquez Founding Partner - VAL law4:30pm - 1:00pm60 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsSecuring Tomorrow: Innovation in Green Technology and Environmental Sustainability Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners2:30pm - 2:45pm15 minsHealth Break			
12:00pm - 1:00pm60 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsChallenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies2:30pm - 2:45pm15 minsHealth Break2:45pm - 4:15pm90 minsThe Other Way: Alternative Dispute Resolution in IP Disputes4:15pm - 4:30pm15 minsHealth Break4:30pm - 6:00pm90 minsIntellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation4:30pm - 6:00pm90 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsRegistration and Administrative Matters2:30pm - 2:45pm15 minsHealth Break1:00pm - 2:30pm90 minsRegistration and Administrative Matters2:30pm - 2:45pm15 minsHealth Break1:00pm - 2:30pm90 minsRegistration and Administrative Matters2:30pm - 2:45pm15 minsHealth Break			
1:00pm - 2:30pm90 minsChallenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies1:00pm - 2:30pm90 minsG Ricardo Blancaflor Former Director General - IPOPHL2:30pm - 2:45pm15 minsHealth Break2:45pm - 4:15pm90 minsHealth Break2:45pm - 4:30pm15 minsHealth Break4:15pm - 4:30pm15 minsHealth Break4:30pm - 6:00pm90 minsHealth Break1:00pm - 1:00pm90 minsIntellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation4:30pm - 1:00pm60 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsSecuring Tomorrow: Innovation in Green Technology and Environmental Sustainability4:30pm - 2:30pm90 minsHealth Break1:00pm - 2:30pm15 minsHealth Break	12:00pm – 1:00pm	60 mins	
1:00pm - 2:30pm 90 mins DG Ricardo Blancaflor Former Director General - IPOPHL 2:30pm - 2:45pm 15 mins Health Break 2:45pm - 4:15pm 90 mins The Other Way: Alternative Dispute Resolution in IP Disputes Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL 4:15pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation Atty Carlo E. Abarquez Founding Partner - VAL law 4:30pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Registration and Administrative Matters 2:30pm - 2:45pm 15 mins Health Break			
Former Director General - IPOPHL2:30pm - 2:45pm15 minsHealth Break2:45pm - 4:15pm90 minsThe Other Way: Alternative Dispute Resolution in IP Disputes4:15pm - 4:30pm90 minsAssistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL4:15pm - 4:30pm15 minsHealth Break4:30pm - 6:00pm90 minsIntellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation4:30pm - 6:00pm90 minsIntellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation4:20pm - 1:00pm60 minsRegistration and Administrative Matters1:00pm - 2:30pm90 minsSecuring Tomorrow: Innovation in Green Technology and Environmental Sustainability1:00pm - 2:30pm90 minsHealth Break2:30pm - 2:45pm15 minsHealth Break	1:00pm – 2:30pm	90 mins	
2:30pm – 2:45pm 15 mins Health Break 2:45pm – 4:15pm 90 mins The Other Way: Alternative Dispute Resolution in IP Disputes 4:15pm – 4:15pm 90 mins Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL 4:15pm – 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation 4ty Carlo E. Abarquez Founding Partner - VAL law August 17 - Day 7 - IP in Sustainable Development 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability 2:30pm - 2:45pm 15 mins Health Break			
2:45pm – 4:15pm 90 mins The Other Way: Alternative Dispute Resolution in IP Disputes 2:45pm – 4:15pm 90 mins Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL 4:15pm – 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation 4:30pm - 6:00pm 90 mins Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation 4:30pm - 1:00pm 90 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Registration and Administrative Matters 2:30pm - 2:45pm 15 mins Health Break	2:30pm – 2:45pm	15 mins	
2:45pm – 4:15pm 90 mins Assistant Director Christine Pangilinan-Canlapan Bureau of Legal Affairs - IPOPHL 4:15pm – 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation 4:30pm - 6:00pm 90 mins Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation 4:30pm - 6:00pm 90 mins Registration E. Abarquez Founding Partner - VAL law 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability 1:00pm - 2:30pm 90 mins Health Break 2:30pm - 2:45pm 15 mins Health Break			
Bureau of Legal Affairs - IPOPHL 4:15pm - 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Atty Carlo E. Abarquez Founding Partner - VAL law August 17 - Day 7 - IP in Sustainable Development 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners 2:30pm - 2:45pm 15 mins	2:45pm – 4:15pm	90 mins	
4:15pm – 4:30pm 15 mins Health Break 4:30pm - 6:00pm 90 mins Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation 4:30pm - 6:00pm 90 mins Atty Carlo E. Abarquez Founding Partner - VAL law 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability 2:30pm - 2:45pm 15 mins Health Break	ep		•
4:30pm - 6:00pm 90 mins Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation 4:30pm - 6:00pm 90 mins Atty Carlo E. Abarquez Founding Partner - VAL law 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability 1:00pm - 2:30pm 90 mins Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners 2:30pm - 2:45pm 15 mins Health Break	4:15pm – 4:30pm	15 mins	
4:30pm - 6:00pm 90 mins Atty Carlo E. Abarquez Founding Partner - VAL law August 17 - Day 7 - IP in Sustainable Development 12:00pm - 1:00pm 60 mins Registration and Administrative Matters 1:00pm - 2:30pm 90 mins Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability 1:00pm - 2:30pm 90 mins Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners 2:30pm - 2:45pm 15 mins Health Break			
Founding Partner - VAL law August 17 - Day 7 – IP in Sustainable Development 12:00pm – 1:00pm 60 mins Registration and Administrative Matters 1:00pm – 2:30pm 90 mins Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability 1:00pm – 2:30pm 90 mins Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners 2:30pm – 2:45pm 15 mins Health Break	4·30pm - 6·00pm	90 mins	
August 17 - Day 7 – IP in Sustainable Development 12:00pm – 1:00pm 60 mins Registration and Administrative Matters 1:00pm – 2:30pm 90 mins Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability 1:00pm – 2:30pm 90 mins Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners 2:30pm – 2:45pm 15 mins Health Break			
12:00pm – 1:00pm 60 mins Registration and Administrative Matters 1:00pm – 2:30pm 90 mins Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability 1:00pm – 2:30pm 90 mins Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners 2:30pm – 2:45pm 15 mins Health Break			
1:00pm – 2:30pm 90 mins Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability 1:00pm – 2:30pm 90 mins Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners 2:30pm – 2:45pm 15 mins Health Break	12.00pm – 1.00pm	60 mins	
1:00pm – 2:30pm 90 mins Atty. Karen Jimeno Director and Chief Legal Counsel - SofCap Partners 2:30pm – 2:45pm 15 mins Health Break			
Director and Chief Legal Counsel - SofCap Partners 2:30pm – 2:45pm 15 mins Health Break	1.00pm – 2.30pm	90 mins	
2:30pm – 2:45pm 15 mins Health Break			
	2.30pm – 2.45pm	15 mins	
	2.000000		
2.45pm 4.45pm 00 mino Imelda Angeles-Agdeppa, Ph.D.			
2:45pm – 4:15pm 90 mins Director IV and Scientist II	2:45pm – 4:15pm	90 mins	
DOST-Food and Nutrition Research Institute - Department of Science and Technology			
4:15pm – 4:30pm 15 mins Health Break	4.15pm – 4.30pm	15 mins	

		The Quid Pro Quo of Public Interest and Private Rights: The Balancing Act of Intellectual Property
4:30pm - 6:00pm	90 mins	Atty. Susan Villanueva
		Senior Partner - Cruz Marcelo & Tenefrancia
		August 18 - Day 8 – IP in the Socio-Cultural Development
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
		Establishing Protection Systems for Traditional Knowledge, Traditional Cultural Expressions, and Genetic
1.00000 2.20000	90 mins	Resources: Pathways and Barricades in Emerging Economies
1:00pm – 2:30pm	90 mins	Atty. Jeanette Florita
		Executive Director - Tanggapang Panligal ng Katutubong Pilipino (PANLIPI)
2:30pm – 2:45pm	15 mins	Health Break
		The Role of IP in the Educational Systems in the Emerging Economies
2:45pm – 4:15pm	90 mins	Atty. Christopher E. Cruz, Ph.D.
		Director, DLSU Intellectual Property Office
4:15pm – 4:30pm	15 mins	Health Break
		The Dawn of the New Age: Internet and Intellectual Property
4:30pm - 6:00pm	90 mins	Atty. Daniel Hofilena
		IP Academy - IPOPHL
		August 19 - Day 9 - IP in the Internationalization of Emerging Economies
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
· · · ·		Integrating Economies: A Discussion on International Trade Agreements Involving Intellectual Property
1:00pm – 2:30pm	90 mins	Assistant Secretary Alan Gepty
		Assistant Secretary for International Trade Policy - Department of Trade and Industry
2:30pm – 2:45pm	15 mins	Health Break
	90 mins	Risk Management and Investment Decisions of IP-Intensive Businesses: Key Considerations for Emerging
0.45		Economies
2:45pm – 4:15pm		Atty. Anthony Chadd Concepcion
		Senior Associate - Baker McKenzie
4:15pm – 4:30pm	15 mins	Health Break
		Panel Session: Intellectual Property: Best Practices, Challenges, and Issues from Emerging Economies
	90 mins	
		Panelists:
		Mohamed Fairuz bin Mohd Pilus
4:30pm - 6:00pm		Director - Intellectual Property Academy, Malaysia
		Nguyen Thi Hoang Hanh
		Deputy Director (in-charge) - Intellectual Property Training and Consultation Center, Vietnam
		Atty. Edward Kwawa

		Assistant Director General, Global Challenges and Partnerships Sector - WIPO
		August 20 - Day 10
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 2:30pm	90 mins	 Plenary Session: Group Presentations on Contemporary Issues on IP (Part 1) Panelists: Atty. Josephine Santiago Former Director General - IPOPHL Professor - UP College of Law Deputy Director General Nelson Laluces IPOPHL
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	 Plenary Session: Group Presentations on Contemporary Issues on IP (Part 2) Panelists: Atty. Emma Francisco Former Director General - IPOPHL Professor - UP College of Law Atty. Bayani Loste Partner - Fortun Narvasa & Salazar Managing Director - Pinoy IP Works, Inc.
4:15pm – 4:55pm 4:55pm – 5:00pm	40 mins 5 mins	Closing Ceremonies Closing Remarks Deputy Director General Teodoro C. Pascua IPOPHL
4.55pm – 5.00pm	5111115	Wrap up