

## 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
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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	
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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			
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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	<ul> <li>Plenary Session: Group Presentations on Contemporary Issues on IP (Part 1)</li> <li>Panelists:</li> <li>Atty. Josephine Santiago Former Director General - IPOPHL Professor - UP College of Law</li> <li>Deputy Director General Nelson Laluces IPOPHL</li> </ul>
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	<ul> <li>Plenary Session: Group Presentations on Contemporary Issues on IP (Part 2)</li> <li>Panelists:</li> <li>Atty. Emma Francisco Former Director General - IPOPHL Professor - UP College of Law </li> <li>Atty. Bayani Loste Partner - Fortun Narvasa &amp; Salazar Managing Director - Pinoy IP Works, Inc.</li></ul>
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