

**25<sup>th</sup> October 2021**

*\*all times shown are in Bangkok time GMT+7*

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| <b>14:30 – 14:45</b> | <b>Welcoming Remarks</b><br><i>Carolina Pitarch, Deputy Project Leader, ARISE+ IPR</i>  |
| <b>14:45 – 15:20</b> | <b>Intellectual Property: From Intangibles to Assets</b><br><i>Vicente Zafrilla, Scientific Coordinator for IP &amp; Innovation, OGPI</i>   |
| <b>15:20 – 16:20</b> | <b>IP Valuation: What, When and How? Methodologies in IP Valuation Explained</b><br><i>Vicente Zafrilla, Scientific Coordinator for IP &amp; Innovation, OGPI</i><br><i>Invited Guest Speaker</i> |
| <b>16:20 – 16:45</b> | <b>Case Study: IP Portfolio Valuation for a Worldwide Licence in Unwired Planet v Huawei</b><br><i>Vicente Zafrilla, Scientific Coordinator for IP &amp; Innovation, OGPI</i>                     |
| <b>16:45 – 17:00</b> | <b>Question &amp; Answer Session</b>  |

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- 14:30 – 15:00**      **Services in IP Valuation: An Overview**  
*Vicente Zafrilla, Scientific Coordinator for IP & Innovation, OGPI*
- 15:00 – 15:30**      **Creating an Environment for Modern IP: The Role of the IP Office**  
*Invited Guest Speakers*
- 15:30 – 16:15**      **Roundtable Discussion on the Next Steps for Modern IP in ASEAN**  
*Session Moderated by Vicente Zafrilla, Scientific Coordinator for IP & Innovation, OGPI*
- 16:15 – 17:00**      **Question & Answer Session**  
  
**Closing Remarks**