



Work Sessions Program

Sunday, October 27

- 9:00am - 12:30pm** Administrative Council
Room Limatambo 3
- 1:00pm - 3:30pm** Working Committees/Lunch
Room Limatambo 1 and 2
- 3:30pm - 4:30pm** Mentorship Program
Room Limatambo 1 and 2
- 8:00pm - 8:50pm** Opening Ceremony
Gran Teatro Nacional
- 8:50pm – 9:30pm** Keynote Speaker
- 9:30pm - 11:00pm** Opening Cocktail
Gran Teatro Nacional
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Monday, October 28

Room Limatambo 3, 4 and 5

PANEL 1: 9:00am - 10:15am

Traditional Specialties Guaranteed (TSGS) - Rescuing Methods, Traditions and Culinary Recipes

- Ray Meloni, INDECOPI (Peru)
- Mario Pomares, Berenguer & Pomares (Spain)
- Moderator: Arturo Tello, Estudio Osterling (Peru)

10:15am - 10:35am Coffee Break

PANEL 2: 10:35am - 11:50pm

Tech Licensing – Negotiating in the Invention’s World

- Bennett H. Rockney, Massachusetts Institute of Technology -MIT (USA)
- Robert Earle, Ericsson (USA)
- Moderator: Carlos Olarte, OlarteMoure (Colombia)

PANEL 3: 11:50 pm - 12:20pm

Trademarks in Latin America: Economic Impact in 10 Latin-American Countries

(Argentina, Brazil, Colombia, Costa Rica, Chile, Dominican Republic, Guatemala, Mexico, Panama, and Peru)

- Ignacio De Leon, IPPASSPORT (USA)

PANEL 4: 12:20 pm - 1:35pm

Use of Works in the Digital Era – What can be done what cannot?

- David Greenspan, Santa Clara University (USA)
- Tonya Evans, University of New Hampshire/Franklin Pierce School of Law (USA)
- Moderator: Francisco Espinosa, Espinosa Bellido Abogados (Peru)

1:35pm - 2:30pm Lunch

GREEN PATENT CONTEST: ASIPI REWARDS INNOVATION: 2:30pm - 3:45pm

Presenters:

- Martin Pittaluga, Pittaluga Abogados (Uruguay)
- Luis Henriquez, MHOV Abogados/ASIPI (Venezuela)

Jury:

- Sylvia Bazán, INDECOPI (Peru)
- Roberto Ríos, Hogleund & Pamias PSC (Puerto Rico)
- Hugo Gómez, Tribunal de Justicia de la Comunidad Andina (Ecuador)
- Cristián Bittel, Marval O’Farrell & Mairal (Argentina)

PANEL 5: 3:45pm - 5:00pm

Artificial Intelligence (AI) Generated Inventions

- Bennett H. Rockney, Massachusetts Institute of Technology -MIT (USA)
- Barbara Fiacco, AIPLA y Foley Hoag LLP (USA)
- Speaker and Moderator: Mitch Feller, Gottlieb, Rackman & Reisman, P.C. (USA)

8:00pm - 12:00am Local Law Firm’s Cocktail
MALI Museum

Tuesday, October 29

Rooms Limatambo 2 and Limatambo 3, 4 and 5

WORKSHOP: 9:00am - 11:15am (Limatambo 2)

Country Brand – Implementing its Protection

- Ivo Gagliuffi, INDECOPI (Peru)
- Dora Niquén, Promperú (Peru)
- José Pablo Arango, Proyecto Colombia Realismo Positivo (Colombia)
- Coordinator: Luis Diez Canseco, DiezCanseco (Peru)

WORKSHOP: 9:15am - 11:15am (Limatambo 3,4 and 5)

Expectations on External Legal Service - Navigating through Companies' IP Needs

- Fernando Ponce, Cencosud (Chile)
- Federico Bueno, Anheuser-Busch (Mexico)
- Laura Sansalvador, Arcor (Argentina)
- Karin Manzur, Belcorp (Peru)
- Coordinator: Myrtha Hurtado, Novartis Pharma AG (Switzerland)

WORKSHOP: 9:15am - 11:15am (Limatambo 3,4 and 5)

Mediation in Latin America: *its present and future, its lights and shadows for Intellectual Property*

- Paulo Parente Marques Mendes, Di Blasi, Parente & Asociados (Brazil)
- Juan Felipe Porta, Ryan Lussich & Asociados (Argentina)
- Fernando Triana, Triana, Uribe & Michelsen (Colombia)
- Marcela Robles, Kresalja IP (Peru)
- Coordinator: Mary Fernández, Headrick Rizik Alvarez & Fernández (Dominican Republic)
- Coordinator: Estuardo Jáuregui, Jáuregui & Asociados (Guatemala)

11:15am - 11:45am Brunch- Merino Reyna Terrace

WORKSHOP: 11:45am - 1:15pm (Limatambo 3,4 and 5)

Using Technology to Protect your Intellectual Property

- Diana Arredondo, Amazon (USA)
- Ignacio de León, IP Passport (USA)
- Octavio Saldaña, América Móvil (Mexico)
- Sebastián Lovera, Ladas & Parry LLP (USA)
- Coordinator: Antonio Villa, Berkemeyer (Paraguay)

WORKSHOP: 11:45am - 1:15pm 15am (Limatambo 2)

Ethical Dilemmas in a Rushed World

- Dámaso Pardo, INPI (Argentina)
- Martín Michaus, Basham, Ringe y Correa S.C. (Mexico)
- Luis Baz, Elzaburu (Spain)
- Coordinator: Sergio Amenábar, Villaseca Abogados (Chile)

WORKSHOP: 11:45am - 1:15pm (Limatambo 3,4 and 5)

Experiences in the Application of Madrid Protocol

- Luz Helena Adarve, Dentons & Cardenas (Colombia)
- Eryck Castillo, AMPPI (Mexico)
- Tove Graulund, Graulund Consulting (Denmark)
- Ann Chaitovitz, USPTO (Peru)
- Coordinator: Joana de Mattos, Montaury Pimenta, Machado & Vieira de Mello (Brazil)

2:00pm – 5:30pm Sports and Recreational Activities

8:00pm - 11:30pm Peruvian Night – Sports Tournament Awards
Huaca Pucllana

Wednesday, October 30

Rooms Limatambo 2 and Limatambo 3,4 and 5

7:30am - 9:30am Breakfast Innovation, Leadership and Diversity: What do they have in common?
Limatambo 2

PANEL 1: 9:00am - 10:15am

Cannabis & IP – Where do they Meet?

- Hillary Schroeder, JUUL Labs (USA)
- Christelle Gedeon, Aphria Inc. (Canada)
- Leonardo Costa, Brum Costa Abogados (Uruguay)
- Moderator: Helena Camargo, Posse Herrera Ruiz (Colombia)

10:15am - 10:45am Coffee Break

PANEL 2: 10:45am - 12:00pm

New Colors, Aromas and Greater Performance - How is Plant Variety Protection Evolving?

- Alfonso Rivera, Tobar ZVC (Ecuador)
- Aurora Ortega (Peru)
- Moderator: María del Carmen Arana, Estudio Colmenares & Asociados (Peru)

PANEL 3: 12:00 pm - 1:15pm

Look vs Functionality - Trends in the Protection of Industrial Designs

- Adam Gyorgy, SBGK, (Hungary)
- Renata Righetti, AIPPI and Bugnion S.p.A. (Italy)
- Richard Stockton, Banner Witcoff (USA)
- Moderator: Iván Sempere, PADIMA (Spain)

1:15pm - 2:15pm Lunch

PANEL 4: 2:15pm - 3:15pm

Biopiracy – Who’s Watching?

- Andrés Valladolid, INDECOPI (Peru)
- Iván Manrique, International Potato Center (Peru)
- Moderator: Silvia Salazar, University of Costa Rica (Costa Rica)

PANEL 5: 3:15pm - 4:45pm

Nutrition, Health, Labeling and Trademarks - How to reach a Balance Equation?

- David Lossignol, INTA and Novartis Pharma AG (Switzerland)
- José Luis Cárdenas, Association of Local Production of Medicines -Prolmed (Chile)
- Moderator: Gerardo Flórez, Philippi Prietocarrizosa Ferrero DU & Uría (Colombia)

8:00pm - 12:45am Gala Dinner

Museum Pedro de Osma