



PROGRAM AT A GLANCE

Sunday, December 3, 2023

Administrative Council Meeting

09:00 TO 12:50 HS

ROOM CASTILLO – BUSINESS CASUAL

(Members and Special Guests)

Exclusive Lunch for members of Working Committees, Programs and Special Commissions 2021 – 2023, EUIPO Representatives, Moot Court Team and ASIFI Club Coordinators

13:00 TO 15:00 HS

FOYER AZTLAN – BUSINESS CASUAL

Presentation of New Committees 2023 – 2025

15:00 TO 16:00 HS

ROOM COBA/UXMAL – BUSINESS CASUAL

(By invitation only)

Presentation of New Delegates 2023- 2025

16:00 TO 17:00 HS

ROOM COBA/UXMAL – BUSINESS CASUAL

(By invitation only)

Mentorship Program

17:00 TO 18:00 HS

TERRAZA DE AU PIED DE COCHON – BUSINESS CASUAL

(By invitation only)



ASIFI Academia Meeting

17:00 TO 18:00 HS

ROOM COBA/UXMAL – BUSINESS CASUAL

(By invitation only)

Opening Ceremony

19:00 TO 19:30 HS

ROOM CASTILLO - COCKTAIL

Keynote Conference “The brand as a symbol of the company’s social spirit”

19:30 TO 20:10 HS

ROOM CASTILLO - COCKTAIL

Welcome Reception

20:30 TO 22:30 HS

LAGO ALGO - COCKTAIL

Monday, December 4, 2023

ASIFI FIT – Yoga

07:00 TO 08:00 HS

ROOM PALENQUE

Precursor to the Metaverse: Best Practices for In-Game Trademark Licensing

09:00 TO 10:00 HS

ROOM CASTILLO – BUSINESS CASUAL

Coffee Break

10:05 TO 10:20 HS

FOYER CASTILLO



Protection of innovations in the dynamic sporting goods industry

10:25 TO 11:35 HS

ROOM CASTILLO – BUSINESS CASUAL

The development of the audiovisual industry and its impact on Intellectual Property

11:40 TO 12:55 HS

ROOM CASTILLO – BUSINESS CASUAL

Lunch

13:00 TO 14:30 HS

FOYER AZTLAN; SALONES MITLA, TULUM, PALENQUE, TAJIN AND ALFREDO RESTAURANT

Enjoy! Today we have a Guaranteed Traditional Specialty for lunch

13:00 TO 14:30 HS

CHAPULIN RESTAURANT

Regulatory restrictions on the use of trademarks: Do they serve their purpose? Who compensates their owners for the loss of value?

14:30 TO 15:45 HS

ROOM CASTILLO – BUSINESS CASUAL

Coffee Break

15:45 TO 16:00 HS

FOYER CASTILLO

Award to the winning team of the Latin American Moot Court on Intellectual Property Law - Third Edition

16:05 TO 16:25 HS

ROOM CASTILLO – BUSINESS CASUAL

Reservation of Rights, a sui generis figure of protection with tons of “punch”



16:30 TO 17:40 HS

ROOM CASTILLO – BUSINESS CASUAL

Award Ceremony “Recognition contest for the best industrial designs 2023”

17:40 TO 18:00 HS

SALÓN CASTILLO – BUSINESS CASUAL

Local Law Firms Cocktail

20:00 TO 02:00 HS

PRIM – PATIO 30 - CASUAL

Tuesday, December 5, 2023

Golf Tournament

07:00 TO 15:00 HS

CLUB DE GOLF ENCINOS

Workshop: Best practices in the preparation and execution of “freedom to operate” reports on patents (with translation)

10:00 TO 12:00 HS

ROOM MITLA – BUSINESS CASUAL

Workshop: Cannabis and intellectual property: a global perspective (with translation)

10:00 TO 12:00 HS

ROOM CASTILLO B – BUSINESS CASUAL

Workshop: Daily Intellectual Property Management: Strategies from the in-house trenches

10:00 TO 12:00 HS

ROOM CASTILLO A – BUSINESS CASUAL



Workshop: The state of Diversity, Equity and Inclusion in the Legal Profession as an Ethical and Existential Issue for the Industry

10:00 TO 12:00 HS

SALÓN PALENQUE – BUSINESS CASUAL

Coffee Break

11.00 TO 11.15 HS

FOYER CASTILLO Y AZTLÁN

Lunch

12.00 TO 13.00HS

FOYER AZTLAN

Sports: Tennis, Soccer

13.30 TO 17.00 HS

SOCCER - DEPORTIVO GRAN LIBERTADOR, TENNIS – CLUB DEPORTIVO MIXCOAC

Museums Tour

13.00 TO 18.00 HS

Mexican Wrestling Night

20.00 TO 22.30 HS

ARENA COLISEO - INFORMAL

We... Respect

23.00 TO 02.00 HS

HOTEL W - CASUAL



Wednesday, December 6, 2023

ASIFI FIT – Run / Walk 5K

06:30 TO 08:00 HS

CAMPO MARTE

Green Innovation Contest Breakfast

8:00 TO 9:00 HS

CHAPULIN RESTAURANT

The Rancho de La Luna Experience: A story of Rock & Roll, Mezcal, and IP

9:00 TO 10:10 HS

ROOM CASTILLO – BUSINESS CASUAL

Management of cultural expressions of Communities and Indigenous Peoples

10:15 TO 11:15 HS

ROOM CASTILLO – BUSINESS CASUAL

Coffee Break

11:20 TO 11:35 HS

FOYER CASTILLO

Artificial Intelligence and its Impact on Law Firms: Present and Near Future

11:40 TO 12:55 HS

ROOM CASTILLO – BUSINESS CASUAL

Lunch

13:00 TO 14:30 HS

FOYER AZTLAN; SALONES MITLA, TULUM, PALENQUE, TAJIN Y RESTAURANT ALFREDO



Round table ASIFI and local associations on possible developments in diversity and inclusion

13:00 TO 14:30 HS

FERIA 2 – BUSINESS CASUAL

Backpacks Campaign

13:00 TO 13:15 HS

FERIA 2 – BUSINESS CASUAL

General Assembly

15:15 TO 18:00 HS

ROOM CASTILLO – BUSINESS CASUAL

Coffee Break

18:00 TO 18:30 HS

FOYER CASTILLO

Closing Dinner

20.00 TO 02.00 HS

PARQUE BICENTENARIO - FORMAL