



Seminar Program

Saturday, March 7

6:30pm - 8:30pm Sunset Terraza 180
Hotel Hyatt

Sunday, March 8

9:00am - 12:00pm Administrative Council Meeting
Hotel Hyatt - Delmira Room

1:00pm - 3:00pm Working Committees
Hotel Hyatt - Delmira room

7:00pm - 10:00pm Opening Cocktail and Ceremony
Hotel Hyatt- Ballroom

Monday, March 9

PANEL 1: 9:30am - 10:45am

Fashion Law and E-Integration (Omni channels, Virtual mirrors and use of AI)

Anthony V. Lupo, Arent Fox (USA)

Florencia Jinchuk, The Chemist Look (Uruguay)

Moderator: Eleonora Carrillo, Jacobacci & Partners. S.L.U. (Spain)

PANEL 2: 10:50am - 12:05pm

Olympic Games in the Digital Age

Fernanda Magalhaes, Kasznar Leonardos (Brazil)

Moderator: Ricardo Gordó Llobell, Gordó Llobell & Asociados (Argentina)

12:05pm - 1:05 pm Networking Lunch

PANEL 3: 1:10 pm - 2:25pm

Electronic Services: The Use and Impact of Artificial Intelligence on Traditional Industries

Matías Rodríguez, ANTEL (Uruguay)

Guillermo Carey, Carey (Chile)

Theo Messerer, Moeller IP (Argentina)
Moderator: Felipe Claro, Claro & Cia. (Chile)

PANEL 4: 2:30pm - 3:45pm

Fintech, the Intersection of IP, Technology and Banking

Diego Fernández, ITechLaw (Argentina)

Marco Palacios, ASIPI (Guatemala)

Diego Fernández, ItechLaw (Argentina)

Leandro Elduayen, Koibanx (Uruguay)

Moderadora: Victoria Beckman, Frost Brown Todd LLC (USA)

8:00pm - 12:00am Local Lw Firms Reception “Barecue and Tannat”
Viña Varela Zarranz

Tuesday, March 10

PANEL 5: 9:00am - 10:00am

The Lawyer of the Future, how to reinvent in the digital age

Manuel Desantes, University of Alicante (Spain)

PANEL 6: 10:05am - 11:20am

Over – the- Top (OTT) Media Services, Use and Management of IP Rights

Luis Schmidt, Olivares (Mexico)

Fernando Epstein (Uruguay)

Facundo Recondo, WarnerMedia (Argentina)

Moderator: Agustina Fernández, Fernández Secco & Asociados (Uruguay)

PANEL 7: 11:25am - 12:50pm

Technology as a tool for defending IP rights

Gian Marco Asencio, DirectTV (Peru)

Moderator: Natalia Paladino, Cervieri Monsuarez & Asociados (Uruguay)

12:00pm - 1:50pm Networking Lunch

PANEL 8: 1:55pm - 3:10pm

E PTO. Use of big data and technology platforms by WIPO and local PTO to improve access and affordability to and of IP rights

Loreto Bresky, National Institute of Industrial Property of Chile -INAPI- (Chile)

Marco Matías Aleman, Organización Mundial de la Propiedad Intelectual -OMPI- (Switzerland)

Moderator: Gustavo Fischer, Fischer Abogados (Uruguay)

PANEL 9: 3:15pm - 4:30pm

¿How are celebrity protecting their digital rights?

Fernando Tomeo, Abieri Fracchia & Tomeo Abogados (Argentina)

Filipe Cabral, Dannemann Siemsen (Brazil)

Rodrigo Velasco, Alessandri Abogados (Chile)

Moderator: Alejandro Alterwain, Ferrere (Uruguay)

CONCLUSIONS: 4:35pm – 5:30pm

7:30pm - 10:30pm Chivitos and Pizzas After Party
Hacienda Williman