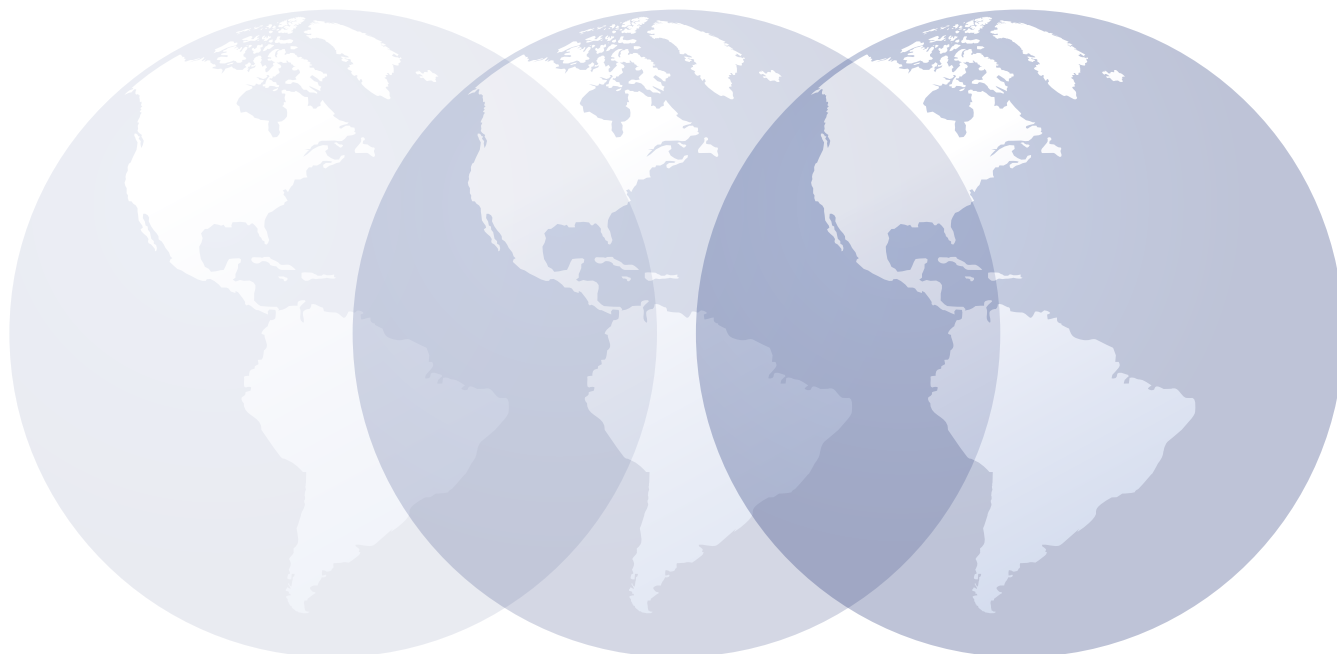


ASIPINEWS



Publication of the Inter-American Association of Intellectual Property / **ASIP**



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UPDATES FROM OUR PARTNERS

EXECUTIVE COMMITTEE

ASIFI tours the region Chile, Peru and Ecuador

In order to continue positioning **ASIFI** in the region, Luis Henriquez, President of **ASIFI**, and Juli Gutierrez, Executive Director of the association, embarked on a regional visit to Chile, Peru, and Ecuador on March 11th, accompanied by the National Delegates from each country.

We extend our gratitude to each of them for their support and for the valuable meetings we had with the entities we visited. In Chile, we were joined by Carmen Paz and Mahish Sadarangani, in Peru by Jean-Carlo Costa and Gonzalo Barreda, and in Ecuador by Gonzalo Luzuriaga and José Antonio Fabara.



Chile



Peru



Ecuador

During this tour, we discussed IP in the region and looked for ways to promote innovation and training. Additionally, they visited authorities from different countries and signed agreements to encourage public-private collaboration.

These were truly enriching days! Working as a team to promote intellectual property is a great mechanism for generating a positive and sustainable impact on the economic and cultural development of our region.

ASIFI with the IP KEY LA team

This month, Luis Henriquez, President of **ASIFI**, Martín Pittaluga, Secretary, and Juli Gutierrez Zanelli, Executive Director, met with the IP KEY LA team, including Alfonso Rivera, Jessica Yukari Hayashi, Josefina Moreno, and Carlos Azorin.

During the meeting, ideas were exchanged regarding potential initiatives, projects, and joint events that could benefit our community and strengthen the ecosystem and innovation of IP in the region.



ASIFI is present at the XIX Regional Meeting of ABAPISUL

From March 14th to 17th, **ASIFI** participated in a prominent event in Gramado, where Martin Pittaluga, Secretary of the Executive Committee of **ASIFI**, accompanied by Raquel Toñánez, Vocal 2, and Paulo Parente, Vocal 3, met with important figures such as Gabriel Di Blasi, President of ABAPI, and Karen Sinnema, President of ABAPISUL. During the meeting, activities were carried out in collab-

oration with the Delegates from Brazil and representatives of the INPI, thus strengthening the ties between the different entities.

Furthermore, Martin had the honor of serving as a moderator for the panel on “Technology Transfer Contracts: What’s New in Recent Changes?”, contributing his experience and knowledge in the field of intellectual property.



COMMITTEES

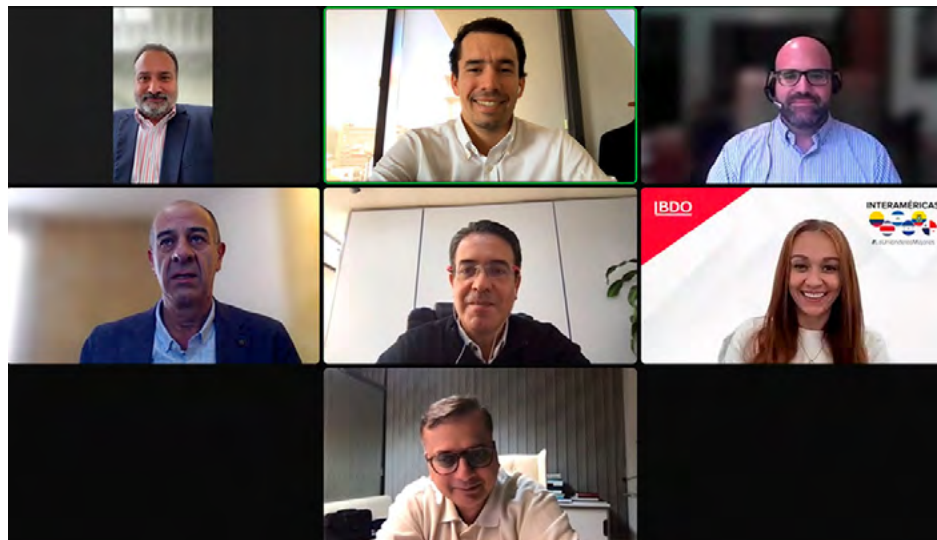
The Knowledge Committee holds its first meeting

On February 7, **ASIP**'s Traditional Knowledge Committee, chaired by Edy Portal and Karina Carmona held its first meeting with the objective of working for the protection and recognition of traditions.



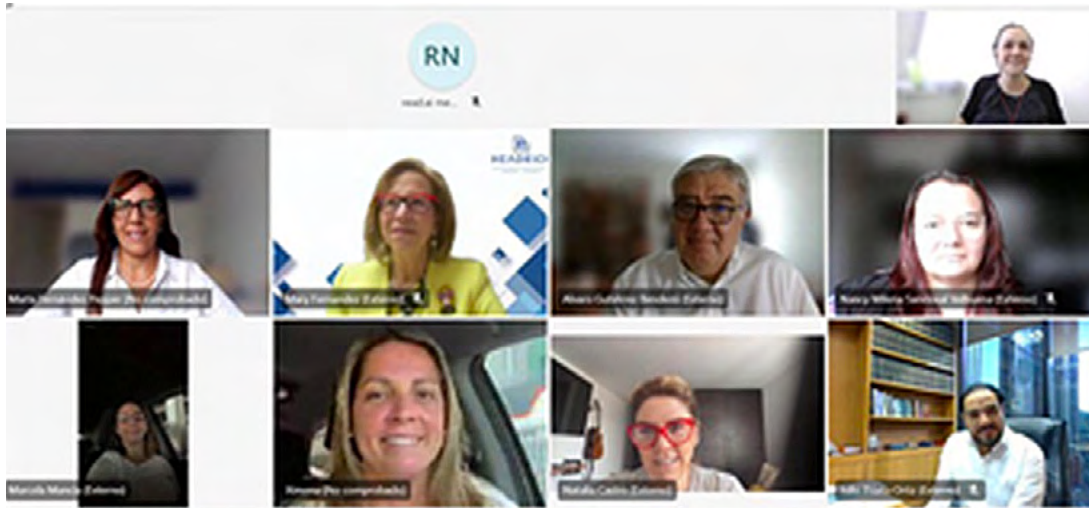
The Franchising Committee in Action

The **ASIP** Franchising Committee held its inaugural meeting, which included member introductions, discussion of previous topics, exploration of future projects, and coordination of upcoming activities, all of which marked the agenda.



First meeting of **ASIFI**'s Regulatory Affairs Committee

The Committee held its first meeting in order to address regulatory challenges in the field of #Intellectual Property.



A new chapter for the Plant Variety Committee

ASIFI's Plant Variety Committee holds its first meeting of the period, addressing projects and challenges in the protection of Intellectual Property rights over plants.



Committed to generating innovative ideas for a greener future!

NATIONAL DELEGATES

Roundtable in Colombia!



On February 26th, the National Delegates of Colombia organized a roundtable where recent decisions on copyright related to generative Artificial Intelligence were discussed. Additionally, new precautionary measures in Colombia were debated.

Strengthening Intellectual Property in Ecuador



ASIPI members, Dr. Johana Aguirre, President of AEPI (Ecuadorian Association of Intellectual Property) and Dr. Juan Esteban Ponce, member of the firm Quevedo & Ponce, together with Gonzalo Luzuriaga, National Delegate of **ASIPI** Ecuador, met with Engineer Henry Kronfle Kozhaya, President of the Legislative Power of Ecuador.

ASIPI delivered a draft reform to the Ecuadorian Criminal Code that aims to strengthen the protection of Intellectual Property rights in the country.

ASIP and Francisco Marroquin University (UFM)



The National Delegates of Guatemala held a meeting with Dr. Milton Argueta, Dean of UFM, and Ms. María José Lamuño, Secretary of the Faculty. This meeting marked an important step towards strengthening ties with key educational institutions in Guatemala. During the meeting, opportunities were explored to collaborate in IP outreach

and education, as well as the organization of academic events for students. As graduates of this prestigious institution and IP educators, the delegates were able to share **ASIP**'s vision and work, as well as promote participation in our upcoming events, including the **ASIP** LA ANTIGUA 2024 seminar and the **ASIP** Moot Court competition.

News from Venezuela!



A crucial meeting for the future of IP was held in the country, organized by the SAPI of Venezuela. The National Delegates, Enrique Cheang and Ana Carolina González, together with the president of **ASIP**, Luis Henriquez, and Jacqueline Moreau, Venezuelan partner of **ASIP**, had the honor of participating in the First Assembly of Intellectual Prop-

erty in the context of the First Economic Transformation. In addition, Luis Henriquez had an exchange with the General Director of the Autonomous Service of Intellectual Property (SAPI), Hendrick Perdomo, who leads important initiatives in the field of IP in Venezuela.

Great progress from Costa Rica!

LNational Delegates, Laura Valverde and Sergio Solano, met with Vanessa Cohen and Jonathan Lizano from the Intellectual Property Registry and discussed plans to strengthen IP with projects such as the Green Patent, among other initiatives.



Meeting with INPI Brazil

The National Delegates of Brazil, Joana de Mattos and Andréa Possinhas, met with the Board of INPI to explore future collaborations. They discussed promoting IP, fostering diversity, innovation and supporting entrepreneurship.

Great enthusiasm for what lies ahead!

Launching of INPI Argentina

ASIFI was present at the launching of the Government Program of the new President of INPI Argentina, Carlos María Gallo. The event was attended by Matías Noetinger, 1st Vice-President, together with José Vicetto, National Delegate.



PROGRAMS

ASIPIEMPRENDE + AIESEC BOLIVIA Conversatory

On March 26th a Conversatory for Entrepreneurs was held in collaboration with AIESEC BOLIVIA within the framework of **ASIPIEMPRENDE**. The topic was "The importance of branding for entrepreneurs" with the moderation of Martha Landívar and the participation of Blanca Mejía.



CONVERSATORIO IMPORTANCIA DE LA MARCA PARA LOS EMPRENDEDORES

Panelista



Blanca Mejía
ASIPI Emprende
Honduras

Moderadora



Martha Landívar
Delegada Nacional ASIPI
Bolivia

 26/03/2024
06:00 pm (Bolivia)

www.asipi.org



CONTESTS

We Celebrate the Success of the Moot Court 2023!

The Delegates for Bolivia, Paula Bauer and Martha Landivar, had the honor of presenting the trophy and certificates to the winners of the written phase at the Universidad Privada Boliviana.

In an emotional ceremony, alongside Campus Dean Alejandro Vargas Sanchez, Career Chief Cyntia Diaz Quevedo, the winning team's Coach Ismael Franco, and Area Teacher Gonzalo Iturry, the effort and dedication of these students were celebrated.

Congratulations to the winners for their achievement and to the University for their commitment to academic excellence.



WELCOME

We are pleased to welcome new members to our association who are ready to contribute new ideas and strengthen our community with their participation.

Juan José García

Nicole López

Marycarmen González

Juan Alberto Díaz

Ana Florencia Gómez

Luis Felipe Opazo

Óscar Montezuma

María Isabel Sarabia

Óscar Herrera

Iris García

Juan Sebastián Soto

Hania Krück

Fernando José Díaz

Hernán David Contreras

Antonia Nudman

Carlos Lazcano

Juliana Castelo Branco

Sibylle Theard

Anayiz Nadjela Pierre

Sofía Bertossi

Rubén Calderón



HEALTH

We asked Berton Moreno and María Fernanda González to give us a preview of the main novelties that we will encounter in Guatemala with this activity, which has been named “Running Tour: Jogging and Exploring La Antigua”.

Juan, Mafer, could you please give us a brief overview of what this planned activity for La Antigua is all about, which certainly sounds very entertaining?

The idea is to go for a jog/walk through the streets of La Antigua, enjoying each other’s company, the view, and taking the opportunity to catch up without any pressure regarding distance or speed. The main focus is on engaging in physical activity together as a group.

So, are you betting on a recreational and non-competitive activity, in which each person can fulfill their own personal challenges, is that correct?

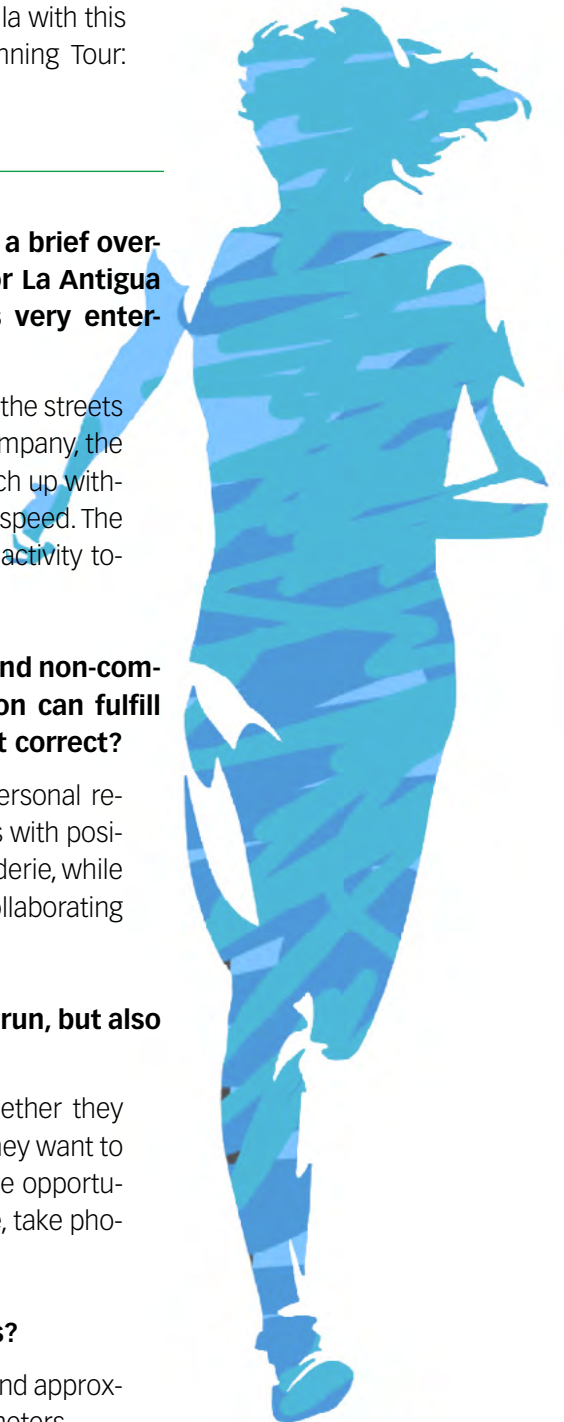
That’s correct. It’s not about setting personal records, but rather about filling ourselves with positive energy through sports and camaraderie, while getting to know a wonderful city and collaborating with a noble cause.

Is it open then for those who want to run, but also for those who prefer to just walk?

That’s right. Everyone can choose whether they want to run or walk and the distance they want to cover. This way, they can either take the opportunity to exercise or to socialize, sightsee, take photos, and catch up with friends.

Which are the approximate distances?

It is planned to be divided into groups and approximate distances between 3 and 7 Kilometers.



HEALTH

By the way, how is the WhatsApp group?

For those who want to participate in this activity in Antigua, but need a little “incentive”, a WhatsApp group is being created, through it, a coach can guide them in a training that will allow them to achieve their personal goal/challenge in Guatemala.

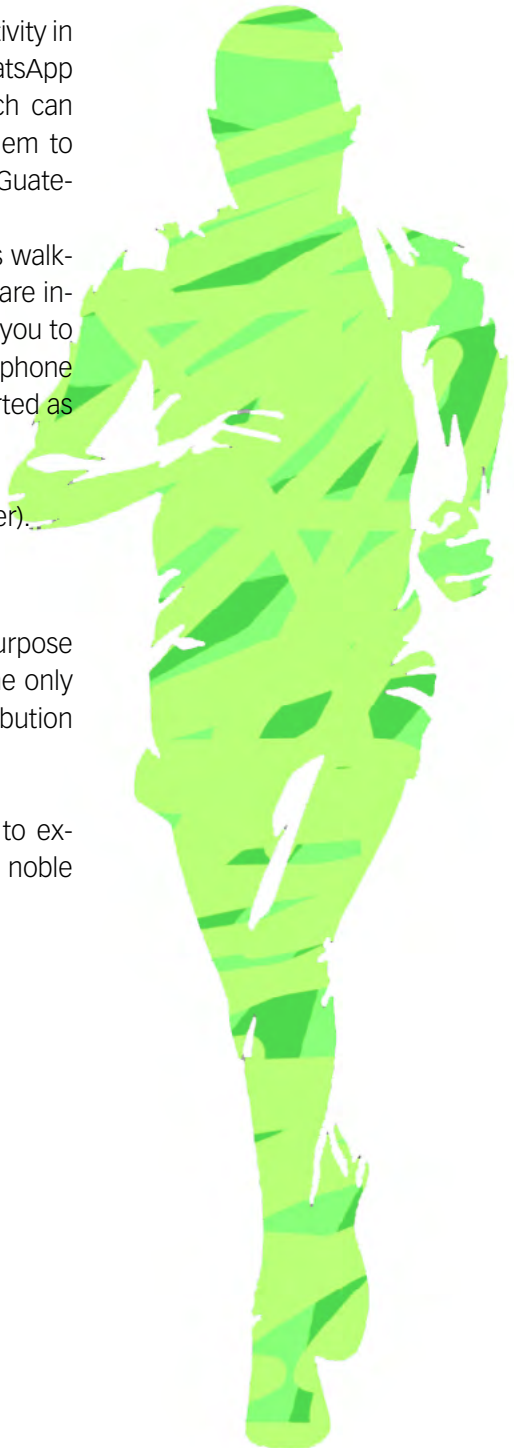
Their personal goal/challenge, whether it is walking 2K or running any distance. Those who are interested in being part of the group, we ask you to contact us at and share with us your cell phone number so we can include you and get started as soon as possible:

(Juanito) jbm@bertonmoreno.com.ar
and mgonzalez@basham.com.mx (Mafer)...

Do I still have to pay for this activity?




Although it will be a new dynamic, the purpose is still to contribute to a noble cause, so the only requirement is to make a minimum contribution of USD 25 for ASIPi Acción Social.





So we invite you to take the opportunity to explore Antigua, stay healthy and support a noble cause. See you soon!



ON DEMAND

**AUDIOVISUAL WORKS:
DO CRIMINALS AND THEIR HEIRS
HAVE RIGHTS OVER THEIR IMAGE?**

<p>Speaker</p>  <p>Juan Felipe Acosta Olarte Moure Colombia</p>	<p>Speaker</p>  <p>José Roberto Herrera Herrera Díaz Abogados Colombia</p>	<p>Moderator</p>  <p>Paula Bauer C.R. & F. Rojas Abogados Botivia</p>
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22/02/2024
11.00 am (Venezuela)     www.asipi.org

This month, the Series and Movies Club hosted the webinar “Audiovisual Works: Do Criminals and Their Heirs Have Rights to Their Image?” following exchanges and debates about the image rights of series like Netflix’s “Griselda.”

Link:

<https://asipi.org/biblioteca/es/download/obras-audiovisuales-tienen-los-criminales-y-sus-herederos-derechos-sobre-su-imagen/>

WEBINARS

Explore the violet economy and the impact of women’s vital role in Intellectual Property. It is essential to recognize and make visible the crucial role of women in the global economy. Don’t miss this event in commemoration of International Women’s Day!

Link:

<https://asipi.org/biblioteca/es/download/economia-violeta-y-el-impacto-de-la-mujer-en-la-pi/>

**International
Women's Day**

DO YOU KNOW WHAT PURPLE ECONOMY IS AND WHAT IMPACT WOMEN HAVE IN INTELLECTUAL PROPERTY?

<p>Speaker</p>  <p>Loreto Bresky INAPI Chile</p>	<p>Speaker</p>  <p>Begoña Venero OMPI Peru</p>	<p>Speaker</p>  <p>Andrea Viteri AVGENDER Consultoras Mexico</p>	<p>Moderator</p>  <p>María de los Angeles Lombeyda AVL Abogados Ecuador</p>
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07/03/2024
11.00 am (Venezuela)     www.asipi.org

We are excited to announce an upcoming webinar series in collaboration with AIPPI (International Association for the Protection of Intellectual Property) on key topics in the field. Join us to learn from industry experts and explore the latest trends.



Webinar Series
Save the date
Organized by ASIPI & AIPPI

March 14th: Green Companies and IP - New Challenges

July 04th: Trends in IP Protection in Green Technologies

August 29th: The Positive Impact of Innovation on Climate Change

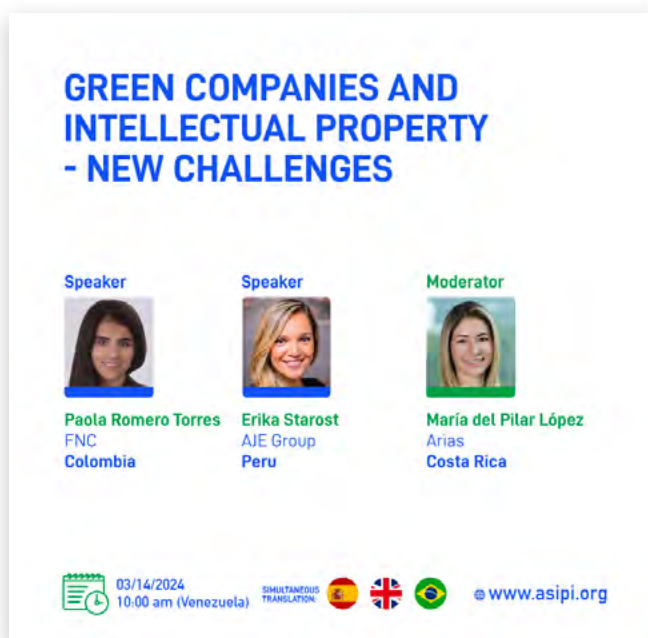
November 07th: Sustainable IP Enforcement









 @ www.asipi.org @ www.aippi.org





WEBINARS



GREEN COMPANIES AND INTELLECTUAL PROPERTY - NEW CHALLENGES

<p>Speaker</p>  <p>Paola Romero Torres FNC Colombia</p>	<p>Speaker</p>  <p>Erika Starost AJE Group Peru</p>	<p>Moderator</p>  <p>María del Pilar López Arias Costa Rica</p>
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 03/14/2024
 10.00 am (Venezuela)





 @ www.asipi.org

Discover how green companies are transforming the business landscape. Join the conversation on sustainability and intellectual property.

Link:

<https://asipi.org/biblioteca/es/download/empresas-verdes-y-propiedad-intelectual/>

THE USE OF THIRD-PARTIES BRANDS IN ADVERTISING

Speaker

María José Lamus
 Robledo Abogados
 Colombia

Speaker

Santiago Mayora
 Mayora IP
 Guatemala

Speaker

Juan Felipe Porta
 Ryan – Lussich & Asociados
 Argentina

Moderator

Luis Diez Canseco
 Diez Canseco Abogados
 Peru

03/21/2024
 11.00 am (Venezuela)     www.asipi.org

In this webinar, we explore exceptions to exclusive trademark rights in advertising activities.

Link:

<https://asipi.org/biblioteca/es/download/el-uso-de-la-marca-ajena-en-publicidad/>

WEBINARS

PODCAST

The first podcast episode of 2024 has arrived: “Digital Rights: the Intersection of AI and Copyright Law”! María Soledad Álvarez, Eduardo Varela, and Santiago Guevara discussed about new technologies and their impact on copyright.

Full episode:

<https://open.spotify.com/episode/3tFWiFGey1DFEcBae eC4l8?si=Kgfg89GSTf2e7-MO5vHpxg>

DERECHOS DIGITALES: LA INTERSECCIÓN DE LA IA Y EL DERECHO DE AUTOR

Ciclo 2024 - E1

Invitados


María Soledad Álvarez
 Álvarez y Asociados
 Argentina


Eduardo Varela
 Caveller Abogados
 Colombia

Entrevistador

Santiago Guevara
 Caveller Abogados
 Colombia

22/03/2024  YA DISPONIBLE EN:   www.asipi.org

CLUBS

Series and Movies Club

This month, the Series and Movies Club hosted the webinar “Audiovisual Works: Do Criminals and Their Heirs Have Rights to Their Image?” following exchanges and debates about the image rights of series like Netflix’s “Griselda.”

Based on this, Paula Bauer, the club coordinator, along with José Roberto Herrera and Juan Felipe Acosta, club members, coordinated this webinar. They delved into topics related to privacy, the use of images, and the right to privacy of public figures.



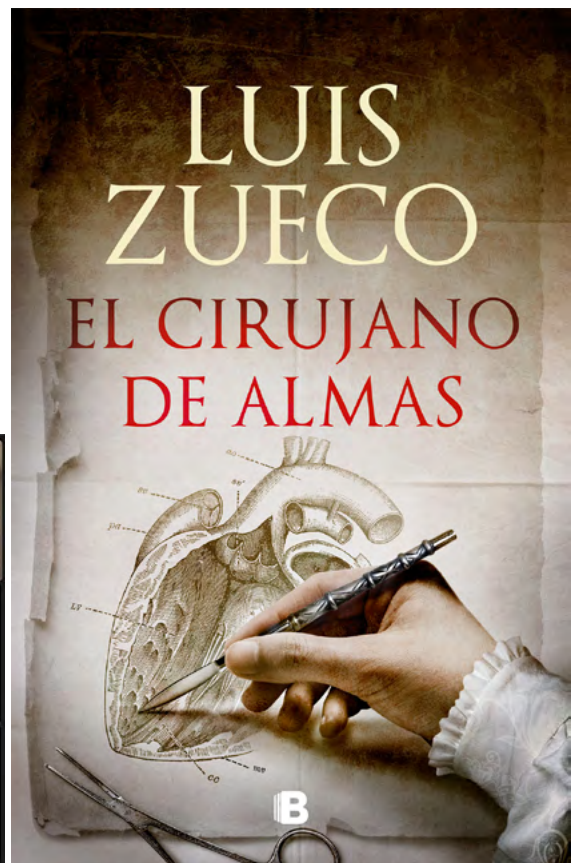
Link:

<https://asipi.org/biblioteca/es/download/obras-audiovisuales-tienen-los-criminales-y-sus-herederos-derechos-sobre-su-imagen/>

Reading Club

The main reading of this edition was Luis Zueco’s novel “El cirujano de almas” (The Surgeon of Souls). Based on it, meetings and debates on the points of view of the members were generated.

“Definitely the book had many topics that are still controversial today, and all this guided by the hand of a character like Bruno who can give us the lesson that it is possible to navigate with respect, resilience and values in this world” testimony of a member of the Reading Club.



Gastronomy and Wines Club

The Gastronomy and Wines Club also made its presence felt at the ABAPISUL Regional Meeting! On March 17th in Gramado, to conclude this event, **ASIPICLUBS** joined ABAPI in organizing a tasting of Brazilian wines, where gastronomy and wines merged, offering a unique space for networking and camaraderie among attendees.



MEMBER NEWS

Announcements

BBGS Abogados (Colombia) marked the beginning of its thirtieth anniversary with the presentation of its new partners, Claudia Lozano Afanador and Lorenzo Pizarro Jaramillo, during an event held at the Gun Club in Bogotá on February 29th. Congratulations to the new partners!

Posse Herrera Ruiz (Colombia) appoints 3 new partners and 3 directors. The 3 new partners are Erika Serrano, Estefanía Ponce, and María Paula Sánchez. This announcement is complemented by the appointment of three new directors: Juan José Huertas, María Isabel Osorio, and Pedro Miguel Álvarez. Congratulations to all of them!

Muñiz, Olaya, Meléndez, Castro, Ono & Herrera Abogados (Peru) recently promoted Johana Calderón to the partner category, highlighting her commitment and contribution to the organization's growth. Congratulations Johana!

Guerrero Olivos (Chile) welcomes lawyer Catalina Galleguillos to the Tax Legislation area. Success to Catalina!

New promotions within the **OlarteMoure** team (Colombia). Gina A Arias is the new Director of Regulatory Affairs; Alejandro Moure, Director of Legal Design; Andrés Alonso, Director of Corporate Law; Cristina Rodríguez, Director of Privacy and Data Protection; Martha Gaitán, Privacy and Data Protection Coordinator; and Nathalia Nieto, Litigation and ADR Coordinator. Success in their roles!

Anniversaries

This year **Kudo y Niño de Rivera Abogados** (Mexico) celebrates its twelfth anniversary. Congratulations on these twelve years and may the successes continue!

OrangeIP (Dominican Republic) celebrated its fourth anniversary, and its founding partner, Carmen Prieto Villegas, celebrated it with a thanksgiving mass alongside clients, family, and friends. Happy Fourth Anniversary!

In the framework of **Scavia & Scavia's** 20th anniversary (Peru), they presented the new image and official website: <https://scavialaw.com/>. Congratulations!

Alliances

Venamerica Abogados & Consultores (Ecuador) formed a new alliance with the Latin American company IP-Drawings, dedicated to the preparation of drawings for invention patents, industrial designs, and utility models internationally. Congratulations!

UPCOMING EVENT



Disclaimer

ASIP makes reasonable efforts to ensure that the information provided in this publication is accurate and up-to-date at the time of its publication but assumes no responsibility for the accuracy, completeness, or suitability of its content. The views expressed in the articles, interviews, or other contributions are solely those of the authors and do not necessarily reflect the official position of **ASIP**.

Important notice On publication deadlines

Dear Contributors,
We deeply appreciate your interest in the upcoming edition of **ASIPNEWS**. To ensure the quality and timeliness of our publication, we would like to kindly remind you that the deadline for receiving contributions will be April 15, 2024. Any material received after this date cannot be considered for publication. We appreciate your understanding in advance. For any inquiries, please do not hesitate to contact us at: redaccion@asipi.org

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