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ASIPI News

DECEMBER 2019 /No.13

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1. BALANCE OF THE YEAR AND CHRISTMAS GREETINGS

For some reason in history, the years ending in 9 are very important: since the French Revolution of 1789, through the crisis of 1929, the proclamation of the People's Republic of China in 1949 and the fall of the Berlin Wall in 1989.

This year 2019 was also very important for ASIPI: we turned 65, we changed the logo and started a new era called "looking to the future" characterized by collaborative work: new work committees were created and existing ones were strengthened, the promotion of ASIPI participation in the solution of environmental problems through the contest of the "green patent" and worked in partnership with INTA to make and disseminate the study of the "Impact of brands in Latin America".

We believe that the affection we have and that we constantly demonstrate is what differentiates ASIPI from other associations that have a similar purpose. For us, being American and mostly Latin American is not a weakness, it is our strength. We do everything with passion!

We thank you all for your support during 2019. Without you we would not have achieved anything we planned. We wish you a well-deserved Merry Christmas and a happy 2020 year!

Next year we will see each other again, learn and strengthen our ties to face the future with assertiveness, strength and determination.

Elisabeth Siemsen

2. ASIPI MONTH BY MONTH

JUNE

Roundtable about trademark expiration in Santiago, Chile

On June 13 our Treasurer Matías Noetinger traveled to Santiago de Chile to participate, on behalf of ASIPI, in a round table on trademark expiration, held at the offices of INAPI. .

Read more...

IV Business Forum on Industrial Property and Internationalization

Our Director 3, Juli Gutierrez, participated in the panel: "An IP system favorable to the development of business from the point of view of the entrepreneur" during the IV Business on Industrial Property and Internationalization, June 19-21 in Lima

Read more...

WIPO Permanent Committee on Patent Law and visit to EPO in Munich

Between June 24 and 27, Matías Noetinger was in Geneva representing ASIPI before the Standing Committee on Patent Law.

Read more...

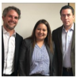
Participation of ASIPI in the 38th Annual ECTA Conference

From June 26 to 29 in Edinburgh, our president Elisabeth Siemsen and our Director 3 Juli Gutierrez participated in the ECTA Annual Conference, where they had the opportunity to meet with ECTA President Sozos-Christos Theodoulou and Vice President Anette Rasmussen.

Project "Green World" of the Social Responsibility Committee of ASIPI

Alvaro Malespin, secretary of the Committee, in the first educational talk on the subject on June 27 in Nicaragua. ASIPI committed to the environment and recycling!

JULY



Meeting with SAPI Venezuela

Luis Henriquez, Secretary of ASIPI, met on July 2 with the Director General and the Registrar of the Autonomous Service of Intellectual Property -SAPI- (trademark and patent office of Venezuela) to discuss mutual collaboration projects, especially in what It refers to training topics.

ASIPI participates at EUIPO

From July 3 to 5 the Stakeholder Quality Assurance Panels (SQAP) Audit of the European Union Intellectual Property Office (EUIPO), took place in Alicante, Spain.

Read more...

ASIPI at the INPI-WIPO Event on PCT

On July 5, our Treasurer Matías Noetinger participated as a panelist representing ASIPI in the International Seminar organized by INPI and WIPO.

Read more...

Collaboration Agreement signed with the National Copyright Directorate of Colombia

ASIPI signed an agreement with the National Copyright Directorate of Colombia (DNDA) for the exchange, dissemination and promotion of academic, technical and research activities for the dissemination of copyright and related rights. We want to thank our Delegates Martín Torres and Helena Camargo, as well as José Roberto Herrera, President of the Copyright Committee for their collaboration.

AUGUST

ASIPI-INDECOPI Agreement

On August 16, ASIPI and INDECOPI signed a cooperation agreement and hold a meeting to discuss future projects. We appreciate your attention, excellent team!

ASIPIEDUCA in action

Educational workshops on IP to children from schools in Quito and Nicaragua during the month of August. Thanks to our Delegates of Ecuador Paúl Corral y María de los Angeles Lombeyda and to Alvaro Malespin, Secretary of the Social Responsibility Committee, for their work!

ASIPI in ASPI

ASIPI represented by its president Elisabeth Siemsen do Amaral at the inauguration dinner of the new directive of the Paulista Association of Intellectual Property (ASPI) on August 22 in Sao Paulo. Marcello do Nascimento was re-elected president, to whom we send our congratulations.

ASIPI en ABPI

Our president Elisabeth Siemsen was present at the opening table of the XXXIX ABPI Congress on August 25 in Rio de Janeiro, whose main theme was intellectual property in the new global geopolitical context. ABPI, which is the Associação Brasileira da Propriedade Intelectual, was founded in 1963Our president Elisabeth Siemsen at the opening table of the XXXIX ABPI Congress on August 25 in Rio de Janeiro.

ASIPI and INTA lunch during the ABPI Congress on August 27. Elisabeth Siemsen, Matías Noetinger, Etienne Sanz de Acedo and José Luis Londoño talking about joint projects.

ASIPI and CAMPI Guatemala event

The event, which addressed the topic of Country Brand, took place on August 29 in Guatemala and we were represented by Marco Palacios and Juli Gutierrez, members of the Executive Committee, as well as by our National Delegate Gustavo Noyola. Additionally, it was attended by Karina Calderón, member of ASIPI and President of CAMPI and Sylvia Ruiz, Director of the Industrial Property Registry of Guatemala.

SEPTEMBER

¡ASIPIEDUCA en Montevideo!

ASIPIEDUCA in Montevideo! Thanks to our associate Marcela Cikato, member of the ASIPIEDUCA Committee, several talks were given in September to train young people about the importance of respecting IP in the Woodlands School.

Seminar in Chile

On September 5, it was held a Seminar entitled “New Look at the Law of Trademarks in its Civil and Criminal Perspective” in Chile.

Read more...

Country sign (marca país) in Brazil

Paulo Parente, Brazilian Delegate of ASIPI presenting on September 11 our "Country Sign" project to the President of INPI Brazil, Cláudio Vilar Furtado

ASIPI at the regional workshop on training of trainers in IP

From September 10 to 13, the SPTO offered in Montevideo the III 4-day Regional Workshop on training of trainers in Industrial Property: drafting patent applications for Latin America with @AECID_en, WIPO, ASIPI and the National IP Offices of the region.

ASIPI actively collaborates with these important initiatives aimed at training in the writing of invention patents. This time with the participation of the patent expert and member of ASIPI Roberto Rios and our Former President Juan Vanrell.

ASIPI participates in the AIPPI World Congress

Elisabeth Siemsen, Presidente y Juli Gutierrez, Vocal 3 asistieron en representación de ASIPI al Congreso Mundial 2019 de la Asociación Internacional para la Protección de la Propiedad Intelectual (AIPPI).

Read more...

Our Director Juli Gutierrez participating in the Summit of the Global Network of National IP Practitioner Associations in London

The Global Network of National IP Practitioner Associations (The Global Network, GNIPA) was established in 2010.

Forty representatives of fourteen national and eight international associations met to discuss the need for a global organisation bringing together the leading practitioner associations from around the world.

The aim of The Global Network is to bring key international IP issues directly to the grass roots – the attorneys themselves.

ASIPI at the 25th Anniversary of EUIPO

On September 26 and 27, the IP Horizon 5.0: Mapping Opportunities and Challenges in a Globalized Economy conference was held in Alicante, to which we were invited to attend in occasion of the 25th anniversary of EUIPO.

Read more...

OCTOBER

59th Assembly of WIPO Member States

Elisabeth Siemsen and Luis Henriquez were present at this event that took place from October 30 to 9 in Geneva, Switzerland.

Read more...

Conference for Entrepreneurs in Quito

Jorge Chávarro, Vice President 2 of ASIPI, at the Conference for Entrepreneurs and Entrepreneurs in Quito, an event organized by the International Chamber of Commerce, the Chamber of Commerce of Quito and ASIPI on October 3.

IP and sports in Asunción

ASIPI at the Seminar "Intellectual Property and Sports" in Asunción through our Delegates Aldo Fabrizio Modica and Lorena Mersan and Ricardo Gordó Llobell, Secretary of the Sports Law Committee of ASIPI, who presented on the normative interface between image rights and the PI.

ASIPI at FICPI

We were present at the 18th FICPI Open Forum in Vienna, represented by our Treasurer Matías Noetinger from October 9 to 12.

Seminar "Benefits and Advantages offered by the International Protection of Industrial Brands, Designs and Models"

Our Treasurer Matías Noetinger participated in the Argentine Export Seminar "Benefits and Advantages offered by the International Protection of Industrial Brands, Designs and Models" on October 16 in Buenos Aires.

Argentina exporta

ASIPI was present at the Seminar that took place on October 18 in the city of Rosario: “ARGENTINA EXPORTA”, organized by WIPO, INPI, IpKey, USPTO and UCEL. We were represented by our Delegate from Argentina María Soledad Alvarez

Seminar ASIPI-ABF

On October 17, it took place a Seminar organized with the Brazilian Franchise Association (ABF) on the Madrid Protocol in Brazil.

Agreement with the UTP

We are very excited with the execution of an agreement with the Technological University of Peru (UTP) on October 23 with the presence of Luis Diez Canseco, Dean of the Faculty of Law of this University in the framework of ASIPI in Lima.

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Lima
2019
XXI WORK SESSIONS
LIMA - HOTEL WESTIN
October 27 to 30, 2019

ASIPI celebrated its 55 years above
ASIPI-Lima XXI Working Days and Board of Directors of ASIPI

Between October 27 and 30, 2019, the XXI Workshops and the Board of Directors of the Inter-American Association of Intellectual Property (ASIPI), which celebrated its 55th anniversary this year, were held in Lima, Peru. With approximately 700 participants, it was a meeting characterized by an interesting academic agenda and an excellent social program. We highlight the following:

Pre - ASIPI

Before the start of the Conference, the Meetings of the Executive Committee, Board of Directors, Work Committees and the Mentors Meeting were held. There was also the "Workshop for strengthening actions to combat piracy" organized by ASIPI and UL with the support of INTA where it was concluded that piracy can not be fought in isolation but in a holistic way through partnerships, education , investigations and enforcement.

A “Collaboration Agreement with the Technological University of Peru (UTP) for the organization of the Moot Court in Intellectual Property 2019” was signed and the “International Seminar on current protection of industrial designs” was held at INDECOPI, with the support of ASIPI and the USPTO.

Logo change

Our original logo was created in 1969 and this year, more than a total change, we modernize it to show that we are open to the challenges that the future, marked by the irruption of artificial intelligence, biotechnology and the internet of things, will imposes on the various structures of the IP.

ASIPI
Asociación Interamericana de la Propiedad Intelectual
Inter-American Association of Intellectual Property
Associação Interamericana Da Propriedade Intelectual

ASIPI
Asociación Interamericana de la Propiedad Intelectual
Inter-American Association of Intellectual Property
Associação Interamericana da Propriedade Intelectual

Conferences

In the form of workshops, conversations or conferences we address the following topics: Guaranteed Traditional Specialties (ETGS); Tech Licensing - Negotiating in the world of Inventions, Inventions by artificial intelligence (AI); Expectations of the external legal service - navigating the needs of companies in IP Mediation in Latin America: its present and future; its lights and shadows for Intellectual Property; The use of technology to protect your intellectual property; Ethical dilemmas in an accelerated world; Innovation, leadership and diversity: What do they have in common ?; Cannabis & PI - Where are they ?; New colors, aromas and more performance; How does the protection of plant varieties evolve ?; Look vs. functionality: trends in the protection of industrial design; Biopiracy - who monitors ?, Nutrition, Health, Labeling and Brands. How to achieve a balanced equation?

In addition to academic aspect and the social gathering, three novelties attracted attention in the Conference:

1. **Launch of the study on the “Impact of trademarks in 10 countries in Latin America and the Caribbean”** sponsored by the International Trademark Association (INTA) and the Inter-American Intellectual Property Association (ASIPI) in 2019 is available to the public in general and generated the following conclusions:

- It is objectively demonstrated: Intensive use of brands drives the economy and development in all countries of Latin America and the Caribbean.
- The figures for employment, wages, Gross Domestic Product (GDP) and foreign trade of all countries are directly related to the use and registration of trademarks. In other words, countries show better economic indexes to the extent that companies register and use trademarks more to differentiate their products or services from those of the competition.
- If these results are compared with those obtained in previous studies (by other entities) in the European Union and the United States of America, it is observed that the results are similar or at least comparable, keeping the proportions between the different economies

You can consult and help us to socialize the full text of the study in:
https://asipi.org/biblioteca/download/impactstudy/

2. **"ASIPI VERDE":** In the Lima Conference, ASIPI launched this project to support various initiatives related to intellectual property, especially aimed at the conservation and sustainability of the environment, mitigation of climate change and social welfare. On this occasion, the program was presented in the framework of the XVIII "National Competition of Industrial Inventions and Designs" that INDECOPI (the Office of Intellectual Property of Peru) carries out annually. This year ASIPI made a special recognition of the winning work among more than 30 projects. The winner was Hernán Asto Cabezas, who created an electric power generating device from bacterial species and solar panels with cooling system.

3. **Country Brand**: ASIPI is the champion of this project worldwide. The country brand is a concept used to refer to the intangible value of a country's reputation and brand image for its products, tourism, culture, sports and business. The pillars of the proposal that will be presented to WIPO are the following:

- Definition of the concept of "Country Brand"
- That there is a communication system between member countries (define whether it is reciprocal or there is a centralized office)
- Scope of protection of the country brand against the registration or use of third parties
- Free System

4. **Antonio Tavira. ASIPI-EUIPO:** In the framework of the Lima Conference we interviewed Antonio Tavira, Managing Partner of the Spanish firm Elzaburu, Spain, one of the representatives of ASIPI before the Intellectual Property Office of the European Union -EUIPO-. Antonio is also President and Alternate Delegate of the Spanish Section of the FICPI, Member of the Committee (CET Group 8) of the FICPI, Lawyer and Diploma in Business Studies (Comillas Pontifical University - ICADE, Madrid).

- **How did you get to know ASIPI?**

Elzaburu has always had a great presence in the American market. For decades we have attended all Congresses and Work Sessions actively participating in its committees. In fact, Alberto Elzaburu is the only non-Latin American member of honor.

- **Tell us about the EUIPO**

In 1994 the EUIPO was born under the name of the Office for Harmonization of the Internal Market (OHIM). The Office, which was created as a decentralized agency of the EU, was established in Alicante, Spain, and its mission was to manage the new unitary property right throughout the EU: the Community trademark - currently the European Union trademark.

Over the course of two and a half decades, the EUIPO has contributed decisively to the modernization of the intellectual property landscape in the EU, seeking to benefit all users of the EU trademark, design and model system, regardless of the form and the place where they decide to request protection.

Elzaburu filed in 1996, the date on which the registration was opened, EUIPO's trademark No. 1, and we have always been supporters of the Office system and its officials.

In addition, through the European Observatory of Violations of Intellectual Property Rights, the EUIPO undertakes to provide empirical information on the importance of intellectual property, both for policy makers and for citizens.

- **Why do you think ASIPI should have a close relationship with EUIPO?**

It is essential that ASIPI keeps a close relationship with EUIPO to contribute those experiences of all its members as users, and be able to benefit from a system that offers exclusive protection rights throughout the EU through a single application.

The EUIPO collaborates with numerous international organizations and national offices, in addition to the European Commission, which allows it to enrich its system permanently. You will understand that ASIPI has to be present with a great collaboration.

- **How strong are the disputes in the EUIPO to resolve conflicts in cases where several countries are involved?**

Precisely because the rights of different EU countries can be involved, the system must be efficient and effective, and in the almost 25 years of operation of the Office, it has been seen that the decisions taken to resolve conflicts in general have been effective, and for this reason, proof of use are essential to show and help EUIPO members to take fair solutions. Obviously then there are the courts of higher instances in the EU.

- **How important is Spain, the Spanish language, Spanish legislation and case law before the EUIPO?**

The advantage that from the beginning the Spanish language was one of the five official languages of the EUIPO is to allow legal practice to be in a language spoken by more than 400 million people in the world, with its linguistic richness in deep evolution.

In fact, Spanish legislation has been adapting to community regulations in the last 25 years, and we have a modern system with a type of regulation very similar to that of the EUIPO. At the beginning of 2019, a reform of the Spanish Trademark Law was approved in which the registration of different types of trademarks is allowed together with the conventional ones, reflecting the transformation that the industry is experiencing in Spain and in Europe.

- **Is EUIPO interested in the inter-American market?**

Obviously, it is a growing market although with registration numbers still low compared to the main applicant countries, but in many Latin American countries the numbers grow year after year, and what is more important is the Spanish language as the first language of procedure between 75 and 85% of cases. Spain leads the filing in sixth place, especially in the Spanish language, but several Latin American countries have an increasingly important presence. The EUIPO knows that potential and is increasingly asking for input from ASIPI.

- **What is and why do they have a “transparency portal” in the EUIPO?**

The EUIPO transparency portal is a platform that makes available to users of the system all possible information on organizational, financial, talent management, social and environmental aspects. It brings together operational and management processes that can give truthful and quality information. It must be considered that the EUIPO is a body that self-finances in its entirety, with a surplus that allows reinvesting an important part in improving the functioning of the Office itself.

- **Thinking that we are members of ASIPI, how can we support its management before EUIPO?**

I am convinced that ASIPI can help EUIPO a lot. For this we have the experience of the representatives before the Office, but we could also have suggestions from the most advanced users and have a feed-back of the experiences lived in these years and not only of the members, but also of the holders of the rights. We will improve this management in the coming years. I am convinced that it will be so.

- **Lastly, did you know that you have a homonym, Antonio Tavira and Almazán (Iznatoraf, Jaén, September 30, 1737 - Salamanca, January 8, 1807), who was a Spanish priest, who belonged to the large group of ecclesiastics illustrated that formed in the second half of the eighteenth century in Spain?**

Yes, I have always seen in my family documents about the life of this priest who became chaplain of King Carlos III and Bishop of Salamanca. This Castilian city was at that time a symbol of the university in Spain under the mandate of Jovellanos.

- The visual summary of the Conference can be seen at: https://youtu.be/9vES9oam9Wc
- If you want to check the 5 daily bulletins with photos, interviews and specific information of the conferences we distribute among the associates during the conference, go to:
- Bullletin 1
- Bulletin 2
- Bulletin 3
- Bulletin 4
- Bulletin 5

ASIPI EDUCA in Lima

The ASIPIEduca Committee was very active during the Lima Work Sessions, educating children on the importance of protecting and defending IP. Karina Carmona, President of the Committee of ASIPIEDUCA, Raquel Toñanez, Secretary of that Committee and our member Carolina Martínez carried out an activity in the Emilio Soyer Cabero school for 60 children.

Our Delegate from Peru, Carlos Auza, also offered the Intellectual Property workshop to 60 second-year high school children of the Gabriela Mistral Public School in the city of Lima. At the school Gabriela Mistral, there was only one small room with a projector, so the workshop had to be repeated. Many thanks to Karina, Raquel and Carolina and a special thanks to Carlos Auza for coordinating and participating in these workshops.

Post Tour "Ruta del Pisco"

The ASIPI Geographical Indications Committee tour called "La Ruta del Pisco" took place after the Association's Work and Administration Council Conference held in Lima recently.

The tour visited the Paracas Nature Reserve. The next day they visited the majestic Nazca lines and also the Tacama Hacienda, the site of greatest interest for lovers of appellations of origin. We were received by Dr. José Antonio Oleachea and his wife, and our colleague Monica Germany from Estudio Oleachea. In the present Hacienda Tacama offers a variety of wines including sparkling wines, and produces the Pisco de Mosto Verde and the Pisco Premium. The tour ended with a visit to the Ballestas Islands formed of ancient volcanic rock nest of cormorants, sea lions, with a view of rock and tunnels dyed in gray of various shades in the middle of the coast of the sea of Pisco. By: Cecilia Falconi, Chairman of the Geographical Indications Committee.

NOVEMBER

ASIPI-WIPO Itinerant workshop on the international patent system: PCT and ePCT

Asunción: The Inter-American Intellectual Property Association (ASIPI), together with the World Intellectual Property Organization (WIPO) and with the support of the National Intellectual Property Directorate (DINAPI), held the Itinerant Workshop on the International Patent System: PCT and ePCT, with the participation of national and international experts who talked about the evolution of the laws that protect it and their importance for the economic development of the countries. The event was held on Monday, November 4, at the venue of the National Intellectual Property Directorate (DINAPI), with the participation of approximately 60 people.

Dr. Fabrizio Modica, national delegate for ASIPI, opened the event highlighting the collaboration and constant support between ASIPI and DINAPI. He spoke about the importance that the PCT system for countries such as Paraguay, a fact that would benefit not only local researchers, but also foreigners, and the favorable impact it will have on industrial property agents.

Mr. Carlos Roy Mayoral, representative of WIPO, indicated that the patent system can play an important role in promoting trade, technology transfer and innovation and creativity, both locally and internationally. He explained that WIPO is actively participating in the search for solutions to adequately address global challenges and thanked Paraguay for being part of this series of workshops.

Mr. Joel Talavera, national director of DINAPI, said that the patent cooperation treaty is a reality in most of the countries that are part of WIPO, so this type of workshops helps to gain more knowledge about its use, as well as the experience of other countries in their implementation.

Subsequently they had the following panels: 1) Presentation of the national patent system of Paraguay, by Ms. Belén Cubilla, of the Patent Directorate; 2) Overview of the Patent Cooperation Treaty (PCT). Recent developments, by Mr. Carlos Roy Mayoral of WIPO; and 3) Introduction to ePCT online services: the global portal for the management of PCT applications. Practical demonstration, by Mr. Allal Aloui, of WIPO.

The workshop concluded satisfactorily with a session of questions and answers.

SISTEMA INTERNACIONAL DE PATENTES: PCT, EPCT
DINAPI

Sao Paulo and Río de Janeiro: On November 6 this workshop took place in Sao Paulo, in which we were represented by Gustavo Morais and on November 8 in Rio de Janeiro.

Bogotá: SIPI - WIPO itinerant workshop on the International Patent System: PCT, ePCT, and EPO On November 19, 2019, the Itinerant Workshop on the international patent system was held in Bogotá, Colombia: PCT, ePCT and EPO, jointly organized by WIPO and ASIPI.
In the auditorium of the firm Brigard Castro the Workshop was inaugurated by the Principal Delegate of ASIPI in Colombia, Mr. Martín Torres and was attended by speakers Rolando Hernández Vigaud, Carlos Roy and Camille Bogliolo, who presented their presentations on the PCT, its benefits and advantages, as well as the role of the European Patent Office as an international administration under the PCT.
Likewise, a live practical demonstration was made for the filing of a patent application with WIPO, through the ePCT system.
The Workshop was attended by a large number of professionals in the field and ended around 1:00 pm, after a session of questions and answers.

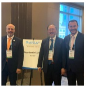
Ciudad de México: ASIPI-WIPO Itinerant Workshop on the international patent system: PCT, ePCT and EPO on November 21 in Mexico City at the offices of Becerril, Coca & Becerril with the participation of 30 people.

Thanks to our Delegates from Paraguay, Aldo Fabrizio Modica and Lorena Mersán, those from Brazil, Paulo Parente Marques Mendes and Fabiano from Bem da Rocha, those from Colombia, Martín Torres and Helena Camargo and those from Mexico, Fernando Becerril and Eduardo Kleinberg for your support and work.

COUNTRY SIGN IN THE WIPO FORUM

From November 4 to 7, the forty-second session of the Standing Committee on the Law of Trademarks of WIPO was held in Geneva.

Read more...



ASIPI in ASIA

Our Vice President 1 Enrique Díaz and Matías Noetinger, Treasurer of ASIPI, participated in the 70th Council Meeting of the Asian Patent Attorney Association (APAA).

Read more...

Impact Study Presentation in Argentina

On November 13, ASIPI and INTA made a presentation on the Impact Study at the INPI offices in Buenos Aires.

Read more...

National Association of Inventors of Peru (ASONIP)

Our Director Juli Gutierrez Zanelli met with the directors of the National Association of Inventors of Peru (ASONIP) in the framework of the meeting promoted by the UTP to establish cooperation alliances with the China Association of Inventions. Among the members affiliated to ASONIP is Hernan Asto, winner of the PATENT GREEN contest held by ASIPI in the last ASIPI conference in Lima.

ASIPI at INTA Leadership Meeting

President of ASIPI, Elisabeth Siemsen with INTA President David Lossignol and INTA CEO Etienne Sanz de Acedo during the Leadership Meeting in Austin (November 19-22).

XVIII National Contest of Inventions and Industrial Designs in Peru with the Participation of ASIPI

Read More...

DECEMBER

The World Intellectual Property Organization (WIPO) has reported the success of the accession to the Geneva Act of the Lisbon Agreement Concerning Appellations of Origin and Geographical Indications by the European Union being the fifth principal member of the Lisbon System . The WIPO communiqué states that it was Ambassador Terhi Hakala, permanent representative of Finland to the United Nations who deposited the instrument of accession with Francis Gurry, Director General of this international organization.
With this accession, the Geneva Act of the Lisbon Agreement will enter into force for all its contracting parties on February 26, 2020.

Mr Gurry said that "The accession of the EU makes possible the entry into force of the Geneva Act of the Lisbon Agreement, at the same time greatly extending the geographical coverage of this important registration system."

The future of the Lisbon System that is made up of the Geneva Act and the Lisbon Agreement is envisioned with enthusiasm and potentiality, and that is, considering that appellations of origin and geographical indications constitute modalities of intellectual property that promote the union of efforts, associativity, and therefore provide the possibility of social and economic growth of a country, region or locality; the result of this System could only be successful. Products protected by recognizing the protection of these modalities are attractive to consumers who are looking for high-quality products with doses of personality through exclusive processes, knowledge of their skilled communities, and the generosity of the land.

Source: WIPO SITE

3. PUBLICATIONS

This year 2019 our Association published several magazines and books on IP issues in electronic version for consultation by its associates. We remind you that this effort only makes sense if you review and use them in your professional practice.

On this occasion we especially highlight the annual “Intellectual Rights” magazine because in 2019 it reached the 24th edition with a number of articles never seen before: 21, which made it necessary to divide the publication into two volumes. This only shows that every time we are a more curious organization, which investigates and wants to share its knowledge.

We thank Jorge Chávarro, member of the ASIPI Executive Committee for his dedication to publications.

For more information:
https://asipi.org/biblioteca/

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Indicaciones Geográficas
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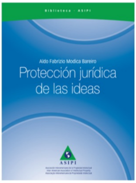
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Aldo Fabrizio Modica Bareiro
Protección jurídica de las ideas
ASIPI

For the rest, and regarding Judicial Interpretations, it may be useful for your practice to know Prejudicial Interpretation No. 617-IP-2018 (pages 30 to 43) dated March 29, 2019 of the Andean Community, published in the Official Gazette of the Cartagena Agreement No. 3616 of May 3, 2019 (http://www.comunidadandina.org/DocOficialesFiles/Gacetas/Gaceta%203616.pdf), in which the Court established several legal criteria to determine the scope of the Nice International Classification (see paragraphs 1.3 to 1.11 of pages 3 to 6 of the Prejudicial Interpretation or 32 to 35 of the PDF file). The aforementioned preliminary interpretation can also be found on the website: http://www.tribunalandino.org.ec/decisiones/PI/SD/617-IP-2018.pdf

4. THE COMMITTEES SPEAK

Enrique Díaz, Vice President of ASIPI, invites all members of the Association Committees to participate with articles, research, projects and in general, all kinds of material in ASIPINEWS. Keep in mind that for reasons of space, the texts for this publication cannot exceed 500 words.

The Committees are the brain of ASIPI, they are the body that thinks and creates solutions to the problems of IP in the region, so it is essential to share everything we produce with our friends. After all, the problems in the world are increasingly multifaceted, so it is possible that one issue that concerns one Committee has already been analyzed by another. As we have said so many times in ASIPI, "the union is strength."

Below we inform you how the ASIPI Working Committees are formed in the current period:

Presidents and Secretaries of Working Committees 2018-2021

ADMINISTRATION OF LAW FIRMS	Martín Torres	Elyssa LeFevre Chayo
ANTI-COUNTERFEITING	María Cecilia Romoleroux	Estela de Luca
ASIPI EMPRENDE	María del Pilar Troncoso	Marcelo García Sellart
ASIPIEDUCA	Karina Carmona	Raquel Toñánez
COMPETITION LAW	Luis Guinard	Victor Abente
TRADITIONAL KNOWLEDGE	María del Carmen Arana	Daniel Ochoa
DATA PROTECTION	Juanita Acosta	Agustina Fernández
DIVERSITY AND SUSTAINABILITY	Maritza Reategui	Tatiana Carrillo
COPYRIGHT LAW	José Roberto Herrera	Mercedes Castells
SPORTS LAW	José A. Arochi	Ricardo Gordó Llobel

ENTERTAINMENT LAW

Aldo Fabrizio Modica
Facundo Recondo

INDUSTRIAL DESIGN AND TRADE DRESS

Sharin Pablo
Morena Zavaleta

CORPORATE

Laura Sansalvador
Lizbeth Pagola

FASHION LAW

José Juan Méndez
Verónica Vanrell

FRANCHISES

Francisco Espinosa-Reboa
Fernando García

GEOGRAPHICAL INDICATIONS

Cecilia Falconi
Arturo Tello

JURISPRUDENCE

Cástor González
Andrea Possinhas

COUNTRY GUIDES

Jaime Durand
Perla Koziner

TRADEMARKS

Joana de Mattos
Antonio Villa

MEDIATION, CONCILIATION AND ARBITRATION

Mary Fernández
Estuardo Jáuregui

LEGISLATION

Santiago O'Conor
Johana Aguirre

PATENTS

Christian Bittel
Roberto Rios

REGULATORY

Armando Arenas
Gerardo Flórez

SOCIAL RESPONSIBILITY

Jacqueline Moreau
Alvaro Malespín

TECHNOLOGY

Juan Felipe Acosta
Mahish Sadarangani

On the other hand, ASIPI also has the following **SPECIAL COMMISSIONS**. Below we list them with the name of the person who represents them

ASIPI Futuro: Martín Pittaluga
Académico: Gabriel Leonardos
Relaciones Institucionales: Juan Vanrell
Protocolo de Madrid: Laura Collada y Juan Carlos Cuesta
Etica: Sergio Amenábar

5. WELCOME TO NEW ASSOCIATES

It is a pleasure to inform you that the following people have entered our Association since our last newsletter in June 2019 to date:

Claudia Lorena Franco
Estudio Jurídico Gross Brown
Paraguay

Angélica Marrero
MULFORD
Panama

José Antonio Fabara
FABARA & COMPAÑIA ABOGADOS C.L.
Ecuador

Tonia Alexandra Rojas
BELCORP
Peru

Olof Fickert

Eduardo Varela

Balder
Spain

Cavelier Abogados
Colombia

Ayerim Fernández
Havana Club International S.A.
Cuba

Pamela Gisholt
Arochi & Lindner
Mexico

Ana Cindy Rivera
Rivera Rodríguez Fajardo
El Salvador

Carlos Alberto Aguirre
Aguirre, Noboa & Freire
Ecuador

Fabiola Torres
LatinAlliance
El Salvador

Karin Manzur
BELCORP
Peru

Carolyn Hiromi Hamada Jacinto
Unión Andina de Patentes
Peru

Mario Ruiz
LEXIM ABOGADOS
Ecuador

Pablo Armando
Noetinger & Armando
Argentina

Jessica Ortiz
Casahierro Abogados
Peru

Jean-Carlo Costa
Osterling abogados
Peru

Mónica Bonnett
POSSE HERRERA RUIZ
Colombia

Carolina Finfera
WBC Abogados
Bolivia

Agustina Estrada
G. BREUER
Argentina

Marina Penalva
Ars Privilegium
Spain

David Roncayolo
Allen, Dyer, Doppelt + Gilchrist, P.A.
USA

Eva Ropero
Ars Privilegium
Spain

Carlos José Tapia
Pellerano Messina
Dominican Republic

Stephanie Vazquez
Allen, Dyer, Doppelt + Gilchrist, PA
USA

Adelin Beatriz Villalobos
Pellerano Messina
Dominican Republic

Cindy Elizabeth Vargas
Amprimo, Flury, Barboza & Rodrigez
Abogados
Peru

Bernardo Ulises Barreto
Estudio Barreto Montes & Abogados
Asociados
Peru

Anheuser-Busch InBev nv/s
Federico Bueno Icaza
Belgium

Juan Manuel Pittaluga
Pittaluga Abogados
Uruguay

We welcome you to ASIPI and we invite you to actively participate in all our activities.

6. WEBINARS

Since our last bulletin, we carried out the following webinars that you can check at any time by accessing https://asipi.org/biblioteca/downloads/webinar/

- July 24: New paradigm of responsibility of the platforms following the recent Directive on Copyright of the EU"
- August 22: Webinar "Diversity and Gender Equality from the Perspective of the Company and Lawyer Studies" - Diversity Committee
- September 17: Webinar "The Vulgarization of Marks and Measures to Avoid Risk"
- Octubre 10: Webinar "Ética del influencer y los riesgos del empoderamiento"

7. UPDATE YOUR DATA

We invite you to visit the website to confirm that your photo and contact details are correct and, if necessary, modify them. To do so, you have to access the ASIPI website http://asipi.org/, then log in with your username and password. If you do not have a password you can use the 'Forgot password' button. An email will be sent with the link to generate your new password. If you do not receive the mail, check the spam folder or SPAM.

In case of any inconveniences, please contact support@asipi.org.

8. UPCOMING EVENTS

A fundamental part of the association is that we are either to deepen some IP issue or to network. Please stay tuned for the following dates:

- ASIPI Seminar «Digital Business, the new frontier»
  March 8, 2020 - March 10, 2020
  Montevideo, Uruguay

- XXII Workshops and Board of Directors of ASIPI
  November 29, 2020 - December 2, 2020
  Quito, Ecuador

- ASIPI Seminar

March 14, 2021 - March 16, 2021
Antigua, Guatemala

- XXI ASIPI Congress
  November 28, 2021 - December 1, 2021
  Santiago de Chile, Chile

For more information about these events please visit www.asipi.org

As we said at the beginning of **ASIPI NEWS**, we all give life to the the Association. We wish you a Merry Christmas and a prosperous year 2020! We invite you to rest on these dates to recharge batteries and work together in 2020 for an increasingly empowered, diverse and studious association that looks forward to the future because it is well informed and has a formidable work group.

A big hug on behalf of the Executive Committee and see you next year!

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