



## INDEX

1. Welcome
2. ASIPI Month by Month
3. Committees Speak
4. ASIPI Publications
5. Join our Social Networks
6. See you soon Alberto De Elzaburu
7. Welcome to New Members
8. Update your Data
9. Upcoming Events

## WELCOME



Dear members,

When a little over a year ago we proposed "ASIPI looks to the future" as a slogan, the Executive Committee 2019-2021 was thinking of working for an association prepared to face the technological challenges of the future (big data, artificial intelligence, internet of things) but no one ever imagined that

we would live through the enormous challenge of a pandemic that would eventually change patterns. Today all of our members, whether they are freelancers, partners, or associates at large, medium, and small law firms, are learning to navigate through the storm. What should we do now? Reinvent ourselves!

Today more than ever our slogan is valid: look to the future. Let's project ourselves and reflect on the changes that are coming in the professional legal practice and the technological area, as well as the steps and precautions that we must take to overcome the current situation. Let's also take the opportunity to walk the path being better people, more caring, respectful of the environment.

At ASIPI we are adapting and preparing for this new reality, offering new educational and communication tools on topics related to our profession, through webinars, podcasts, social networks and others that will emerge. We are also working to offer you networking and personal wellness spaces. This week we launched ASIPiff, a new fun program and one hundred percent for you and your health. We hope you like it.

And new spaces and activities are to come in the next months.

I thank all our members, at this time your support has been very important, you are the engine that drives us to continue creating and working for the growth and well-being of our beloved Association and all of us who are part of it.

We invite you to read this ASIPI News with the firm conviction that better times will come, because at this moment we are all working and preparing to do so.

Together we will come out stronger!

Elisabeth

## ASIPI MONTH BY MONTH

### MARCH



#### Round table Alternative Methods for the resolution of disputes in Intellectual Property in Guatemala

As part of the objectives of holding round tables and with the purpose of fulfilling and taking advantage of the agreement concluded with the Commission for the Resolution of Controversies of Guatemala (CRECIG)...

[Read more...](#)



#### ASIPI Seminar in Montevideo

Between March 8 and 10, 2020, we held our Seminar "Digital Business, the New Frontier" in Montevideo, Uruguay. With more than 200 participants, it was a great meeting both academically and socially.



#### Pre - ASIPI

Prior to the start of the Seminar, took place the meetings of the Executive Committee, the Administrative Council and the Work Committees, all with a very positive balance.

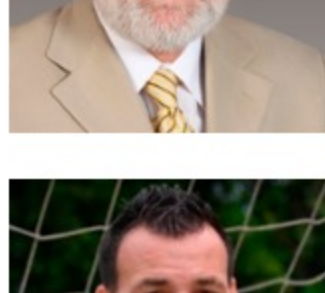
[Read more...](#)



#### Manuel Desantes

Nowadays, people are disoriented because we are bombarded from many fronts at the same time.

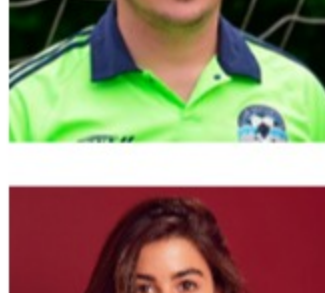
[Read more...](#)



#### Alexis "El Pulpo" Viera

Alexis, former soccer player, told us his story and indicated the 5 strategies that work to face adversity and overcome it.

[Read more...](#)



#### Flores Jinchuk

What do you expect from IP lawyers? Comprehensive support. If a product is not patentable, I would need help to find a strategy to protect it.



#### Opening Ceremony

Our President, Elisabeth Siemsen, stressed that we are a group of professionals devoted to intellectual property in the Americas, faced every day with tons of data, information, and instructions that we do not know how to process. For this reason, the topic of this Seminar is useful and current.



#### The Olympic Games in the Digital Age

Aldo Fabrizio Modica commented that in scenarios like these, IP, sports and technology come together, which creates several problems.

[Read more...](#)



#### E- PTO. Use of Big Data and Technology Platforms by WIPO and Regional Offices to Improve Access and Cost to Intellectual Property Rights

[Read more...](#)



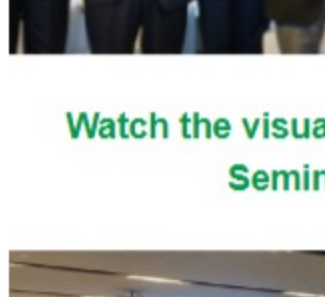
#### How do celebrities protect their digital rights?

Rodrigo Velasco gave the public two practical tips for celebrity attorneys who want to protect their client's image

[Read more ...](#)

Watch the visual summary of the Seminar here

Check the seminar bulletins, here: Bulletin 1, Bulletin 2



#### ASIPI-WIPO Patent Drafting Workshop

Within the framework of our Montevideo Seminar, the ASIPI-WIPO workshop on patent drafting was held from March 11 to 13 by Roberto Rios, Secretary of the ASIPI Patent Committee and Alexander Agudelo. It was an excellent exercise that we will continue to replicate now virtually.

### APRIL

#### CYCLE OF WEBINARS

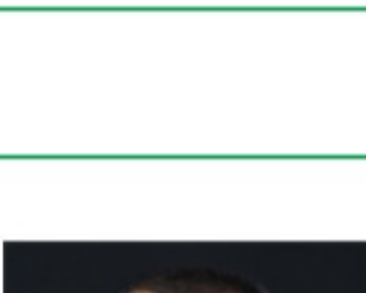
In the face of the Covid-19 health emergency and in response to the call to stay home, ASIPI was a pioneer in structuring a cycle of weekly webinars that have been extremely well received and attended.

- Webinar on the role of the lawyer in times of crisis [Read more...](#)
- Webinar on Non-Traditional Trademarks [Read more...](#)
- Webinar: How to Navigate Through the Storm: Business development and human resource management in times of crisis [Read more...](#)
- Webinar ASIPI-AMCHAM Ecuador [Read more...](#)
- Webinar ASIPI-Supreme Court of Justice of Paraguay: Disruptive Green Technologies and Intellectual Property [Read more...](#)
- Participation of ASIPI's Secretary in AUDAPI's Webinar [Read more...](#)
- ASIPI-AAAPI Webinar: Green Patent. Interface between IP and technology applied to the environment. How technology can help the planet [Read more...](#)
- Participation of our President in ABPI Webinar [Read more...](#)
- Webinar: A Propriedade Intelectual como Estratégia e Impulsionadora de Negócios no Brasil [Read more...](#)
- Webinar: eSports and videogames: Playing to the limit of the law [Read more...](#)

### MAY

- Webinar ASIPI-INTA: A New Legal Industry? The View from Leading In-House Counsel [Read more...](#)
- Webinar: ASIPI/COVAPI "Functioning of the Intellectual Property Offices in the framework of the Covid-19 emergency" [Read more...](#)
- Webinar: "Technology in Times of Crisis" [Read more...](#)

## COMMITTEES SPEAK



The Working Committees and Commissions of ASIPI are the backbone of our association; they are the ones who keep studying Intellectual Property in the Americas to determine the best course to continue leading the optics and practice worldwide.

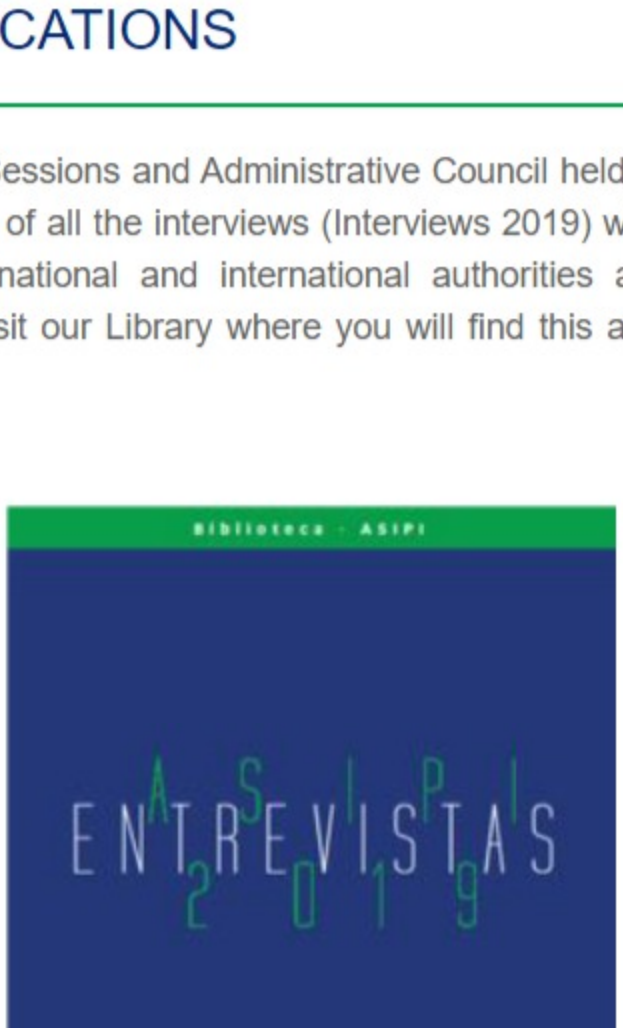
This space is for all committees, but above all to show the work of all those passionate about the subject, such as it is the case of the Copyright Committee. Congratulations! Go ahead with your projects and leadership.

There are many works, notes and articles in process, so you will soon see them published here for the academic enrichment of all our members.

Read here the final work of the Copyright Committee.

## ASIPI PUBLICATIONS

The texts of the conferences of the XXI Work Sessions and Administrative Council held in Lima in October 2019, as well as a compilation of all the interviews (interviews 2019) with members of our Association, speakers and national and international authorities are available at ASIPI's library. We invite you to visit our Library where you will find this and much more!



## BE PART OF OUR SOCIAL NETWORKS

Are you still not part of our social networks? We invite you to join us that follows us in Facebook, Twitter, LinkedIn and Instagram, to keep informed of everything that happens in our Association.



## SEE YOU SOON ALBERTO DE ELZABURU



The Marquis of Hope has left, but the Hope did not go. Alberto de Elzaburu will never leave us; his permanent smile and his wise advice will remain with us.

All of us who had the great pleasure of meeting and sharing so many moments with him do not want to say goodbye, we just want to continue thinking that Alberto, a great professional in intellectual property, an excellent friend of ASIPI and an honorary member of our association, was the Hope.

See you soon, my friend ...

## WELCOME NEW MEMBERS

It is a pleasure to inform you that the following people have been admitted to our Association since our last newsletter in March 2020:

**Fernando González-Ruiz**  
Icaza, González-Ruiz & Aleman  
Panama

**Marta Rodríguez**  
Elzaburu  
Spain

**Mariela de la Guardia**  
Icaza, González-Ruiz & Aleman  
Panama

**Daniel Riley**  
Troncoso Leroux  
Dominican Republic

**Moisés Rivera**  
Icaza, González-Ruiz & Aleman  
Panama

**Arturo Ishbak Gonzalez**  
The Lego Group  
Mexico

**Maria Pia Guerra**  
Kasznar Leonardos Intellectual  
Property Brazil  
Brazil

**Nicole Pérez**  
CLD LEGAL  
Panama

**Flávia Tremura**  
Kasznar Leonardos Intellectual  
Property Brazil  
Brazil

**AMAZON**  
Diana Arredondo  
United States

**Alfredo Llamas**  
DURAN-CORREJER, S.L.P.  
Spain

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

## UPDATE YOUR CONTACT DETAILS

We invite you to visit the website to verify that your photo and contact details are correct and, if necessary, modify them. To do so, you just have to visit the ASIPI website <https://asipi.org/>, login with your username and password. If you do not have a password you can use the "Forgot password" option. An email will be sent with the link to generate your new password. If you do not receive it, check the spam folder.

In case of any inconvenience, please contact [soporte@asipi.org](mailto:soporte@asipi.org)

## UPCOMING EVENTS

During the month of May we will continue with our schedule of webinars on current topics and of interest, so reserve the following dates in your agenda:

**Benefits of protecting products in origin and promoting cultural identity**  
May 22nd [Register here!](#)

**The right to data privacy in times of crisis, is data privacy above public health?**  
May 28th

We will be sending you communications with the link to register and we will also upload this information to our social networks.

