



June 7, 2017 | # 6

ASIPI at the Second Interactive Forum: "The Promotion of the Enforcement of Intellectual Property Rights: The Role of Intellectual Property Offices"

The Inter-American Association of Intellectual Property (ASIPI) participated in the Second Forum on the Promotion of Intellectual Property Rights Enforcement in Latin America, held in Santiago de Chile, from May 2nd to 4th. This event brought together representatives of several Industrial Property Offices (ONAPIs) in Latin America and the Caribbean, and was organized by the International Trademark Association (INTA) and the National Institute of Industrial Property of Chile (INAPI), with the sponsorship and coordination of ASIPI and the Business Action to Stop Counterfeiting and Piracy (BASCAP) of the International Chamber of Commerce (ICC).

The Forum featured an important agenda of two full days on the experiences and best practices of the ONAPI's and IP rights entities, where the discussions of the first edition in 2016 were resumed, and new debates were addressed. Local authorities and representatives of the Prosecution Department, the Police Force and the Customs Authorities of Chile participated in the event, who presented the challenges of piracy and counterfeiting from their point of view, giving a more complete picture to the discussed situation.

In this event, ASIPI was represented by Rafael Covarrubias, Vice-President 2 and Matias Noetinger, Vocal 3, who had the task of moderating the panels entitled "Border Measures: Customs and IPOs working together to meet the challenges and opportunities in the XXI century" and "Education and training in IP rights enforcement".

This is one of the activities in which ASIPI along with other institutions with similar interests, seek to improve the application of Intellectual Property in Latin America.



Webinar "Digital Medicine"

On February 15 this Webinar was held with the participation of 109 people, which was led by Myrta Hurtado de Novartis, Ricardo Fischer of Arent Fox LLP, Mauro Marin de Cikato Abogados and Maritza Reategui de Muñoz, Ramirez, Perez, Taiman & Olaya Attorneys.

There were present despatches of all America and was counted on the participation of pharmaceutical guilds of Latin America and Central America, laboratories of investigation like Novartis, Merck, Bristol, Grunenthal, Bayer, Roche, Teva, among others, companies of the heading of cosmetics and Hygienists such as Protisla, Colgate and Johnson, medical device companies such as Tagumédica and Johnson, food companies like Danone and Arcor and universities such as Universidad Austral de Argentina and Universidad Peruana Cayetano Heredia.

To hear the webinar: <https://attendee.gotowebinar.com/recording/5675905902693071106>

ASIPI, ASPI and CNR held Conference on the 'Madrid Protocol'



ASIPI, alongside the Salvadorian Association of Intellectual Property (ASPI) and the National Registry Center (CNR) of El Salvador, held a conference on February 20th, focused on an objective analysis of the Madrid Protocol.

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ASIPIEDUCA in Puerto Rico

On March 17, María del Pilar Troncoso, President of ASIPI, Elisabeth Siemens, Vice President of ASIPI, Luis Henriquez, Secretary of ASIPI with the support of Eugenio Torres, Delegate of ASIPI for the United States, conducted a workshop on Intellectual Property for a group of 260 children between 6 and 10 years of public and private schools in Puerto Rico, at the Cniolto Center of Science and Technology of the Caribbean, known as C3TC.

Following an interactive dynamic using animated comics, children learned about copyrights, patents and trademarks. The presentations arose many questions and comments from the children.

This activity adds to those others carried out under the current administration by the Committee of Education and our Delegates in Nicaragua Alvaro Malespin and Zayda Cubas, and Jacqueline Moreau in Venezuela.

ASIPIEDUCA will continue with its educational work with the children of the region in benefit of the Intellectual Property rights.

on su labor educativa con los niños de la región en beneficio de los derechos de Propiedad Intelectual.



"Fashion Law in Latin America" Event

Seminar "Product Adulteration and Public Health" in La Paz

On March 23, 2017, took place the event titled "Fashion Law in Latin America" at Cardozo School of Law in New York City.

On April 21, the Seminar "Adulteration of Products and Public Health" was held under the direct auspices of ASIPI and ABPI. This event had the logistical support of the German Bolivian Chamber and the co-sponsorship of Aguirre Civil Society, Bufté Gismondi, Landívar & Landívar, Orpan Civil Society and Urquidí Rojas, with the attendance of more than 30 people, including officials related to pharmaceutical and food products, as well as colleagues from law firms offering services in Intellectual Property in Bolivia.

This activity was an initiative of the Fashion Law Committee of ASIPI, and supported by the Fashion, Arts, Media and Entertainment Law Center (FAME) of Cardozo School of Law, led by Prof. Barbara Kolsun, as well as by the Federal Bar Association (FBA) and the Hispanic National Bar Association - Region II (HNBA).

The speakers of the event were: Carla Rojas from the State Agency for Medicines and Health Technology (AGEMED), Paola Valdenassi from the Municipal Intendance, Daniela Quentela from the Legal Department of the National Intellectual Property Service (SENAPI) and Mr. Juan Alfonso Gusppe of the National Service of Agricultural Health and Food Safety (SENASAG).

The speakers of this event were José Juan Méndez, Edwin Molino, Erica Gould, Paulo Parente Marques Mendes, Castor González Escobara and Lorena Mersán, the latter two President and Secretary of the Fashion Law Committee of ASIPI.

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This event was attended by 88 people, most of them local lawyers.

[Read more...](#)



Round Table in Asunción in occasion of the World Intellectual Property Day

The Inter-American Association of Intellectual Property (ASIPI), jointly with the Paraguayan Association of Intellectual Property Agents (APAPI) and the International Association for the Protection of Intellectual Property (AIPIPI)- Paraguayan group, organized a round table on April 26 in light of the World Intellectual Property Day 2017. The title of the round table was: "Innovation improves life".

The event took place in the American Paraguayan Chamber of Commerce (PAMCHAM) and was attended by 50 people. The speakers were Matias Noetinger (representing ASIPI), Cristóbal González (representing the AIPIPI Paraguayan group) and moderator was Lorena Mersán (representing APAPI).

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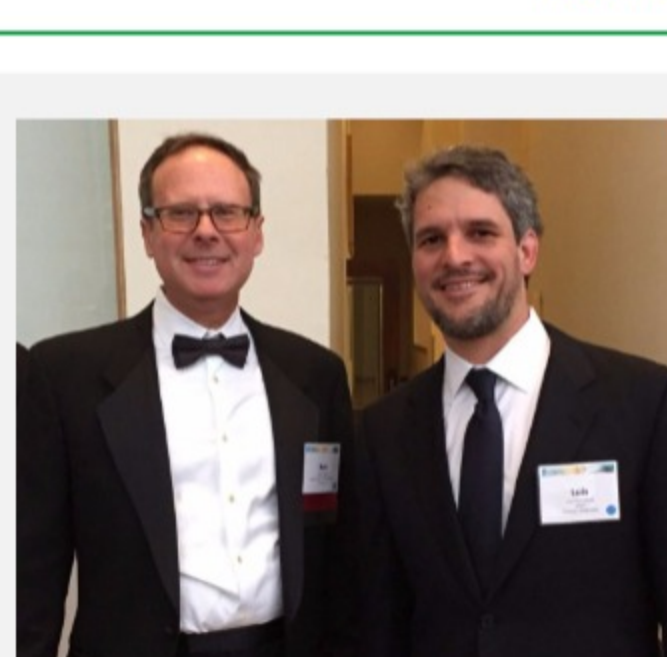
Webinar "Intellectual Property as a vehicle of associativity and generation of development in communities"

On May 4, the webinar "Intellectual Property as a vehicle for partnership and generation of development in communities" was conducted by Mr. Alexander Parra Peña, attorney of the Development and Strengthening of the Handicraft Sector at Artesanías de Colombia.

Mr. Alexander Parra talked about the importance of associativity, pointing out that craftsmanship is a sector with many opportunities, since Colombia is a mega diverse country with immaterial and multicultural heritage complemented by the strong development of market strategies worldwide.

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ASIPI present at the ItechLaw Conference



ASIPI was present at the ItechLaw event, which took place in Chicago from May 3-5. ASIPI was represented by its secretary Luis Henriquez, who met the president of the association Robert Weiss. ASIPI and ItechLaw continue to build on the good relationships they have maintained for many years.

Passing of Denise Garnier

Passing of Manfredo S. Baumatz

With deep sadness we inform you that Ms. Denise Garnier member and part of the Executive Committee for the period 1998 to 2000, passed away.

On May 30 Mr. Manfredo S. Baumatz, who was a member of our Association, passed away.

We extend our sincere condolences to her family and friends, her legacy will always remain among us.

Our condolences to the family of Mr. Baumatz and to the members of the firm Muchall of Argentina.

Publications in the ASIPI Library

We invite you to review the list of publications that we have available for all our members in the web page of the Association. We hope you find this material useful and that our library becomes a permanent source of consultation.

Update your contact details

We invite you to access ASIPI's website to confirm that your photo and contact details are correct and, if necessary, modify them. To do so, you must visit <http://asiipi.org>, log in with your username and password. If you registered for Buenos Aires 2016 or Puerto Rico 2017 you can use the same password. If not, please use **Forgot Password**. An email will be sent with the link to create a new one. If you do not receive the email, please check you SPAM folder.

In case of any inconvenience, please contact suporte@asiipi.org

Welcome to our new members

It is a pleasure to inform you that the following people have joined our Association since our last newsletter in February of this year to date:

- Shamilly Gouverneur, Century Trademark Curacao, Curazao
- Mariana Vargas, Arias, Costa Rica
- Mariana Bauer, Barreda Moller, Peru
- Ben Natter, Haug Partners, United States
- Ana Catalina Monge, IMMotivation, Costa Rica
- Arturo Diaz, Arturo Diaz & Asociados Law Offices, Peru
- Karyl Bertrand, Bufete Legal, Curazao
- Laura Valverde, Bufete Facio y Cañas (Faycamark), Costa Rica
- Eduardo Ernesto Barzola, Barreda Moller, Peru
- Coca-Cola, Tatiana Cordova, Mexico
- AJEGROUP, Cynthia Puente, Peru
- Joe Saphia, Haug Partners, Estados Unidos
- Fabiola Saenz, Consortium Legal, Costa Rica

We warmly welcome you and look forward to your participation in the activities that we carry out for the benefit of the Association and the IP community.

NEXT EVENTS

Webinar: Legal aspects of the video game industry, its protection via intellectual property rights, eplayers and case studies

Speakers: 1. Andy Ramos Gill de la Haza 2. José Roberto Herrera 3. Chris Reid

Date: June 20, 2017

Time: 11:00 am (US Eastern time)



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