



INDUSTRIAL PROPERTY OFFICE
OF THE CZECH REPUBLIC



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO INTER-REGIONAL SEMINAR ON THE ROLE OF
INTELLECTUAL PROPERTY, IN PARTICULAR, TRADEMARKS
AND GEOGRAPHICAL INDICATIONS, IN CREATING, DEVELOPING
AND STRENGTHENING A NATION BRAND**

organized by
the World Intellectual Property Organization
in cooperation with
the Industrial Property Office of the Czech Republic

Prague, November 26 and 27, 2009

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, November 26, 2009

- 8.30 – 9.00 Registration
- 9.00 – 9.30 OPENING CEREMONY
- Welcome addresses by:
- Mr. Josef Kratochvíl, President, Industrial Property Office of the Czech Republic (IPO CZ), Prague
- Mrs. Biserka Strel, Division for Certain Countries in Europe and Asia, World Intellectual Property Organization (WIPO), Geneva
- 9.30 – 10.00 Topic 1 WIPO Tools for Countries in Transition
- Speaker: Mrs. Biserka Strel
- 10.00 – 11.00 Topic 2 Nation Branding Strategies at the National, Regional and International Levels: Introduction to the Study
- Speakers: Mrs. Helen Lom, International Consultant, Geneva, Switzerland
Presentation
- Mr. Ron Marchant, former Head, The Intellectual Property Office, Torfaen, United Kingdom
Presentation
- 11.00 – 11.30 Coffee Break
- 11.30 – 12.30 Topic 3 Use and Protection of Trademarks and Geographical Indications in Countries in Transition: Review of the Draft Survey Questionnaire
- Speakers: Mrs. Helen Lom
Mr. Ron Marchant
- 12.30 – 13.00 Discussion
- 13.00 – 14.00 Working Lunch
- 14.00 – 15.30 Topic 4 Well-known Trademarks and Geographical Indications used for Nation Branding in the Czech Republic
- Moderator: Mr. Karel Čada, IP expert, Prague

Speakers: Mr. Miroslav Černý, Lawyer, Legal Department,
Škoda Auto a. s., Mladá Boleslav

Presentation

Mr. Jan Veselý, Acting Director, Czech Beer
and Malt Association,
Prague

Presentation

Ms. Helena Lejtnarová, Lawyer, Legal
Department, Budějovický Budvar n. p.,
České Budějovice

Presentation

Ms. Vlasta Jelínková, Public Relations
Representative, Egermann s. r. o., Nový Bor

Jaroslav Seifrt, Director, Crystal BOHEMIA a. s.,
Poděbrady

Presentation

Mr. Jan Štefl, Head of Department, Thun a. s.,
Karlovy Vary

Mr. Jaroslav Kovář, Managing Director,
A.W. s. r. o., Loštice

15.30 – 16.00 Coffee Break

16.00 – 18.00 Topic 5 Panel Discussion – Experience, Good Practices and Examples of
Successful Nation Branding

Moderator: Mrs. Biserka Strel

Panelists: The representatives of participating countries

Ms Lidiya Nikolova, senior expert,
National registration of Marks and Geographical
Indications Department
Patent Office of the Republic of Bulgaria
(BPO)

Presentation

Mrs. Gulmira Davletbaeva, Expert,
Department of Industrial Property and Selection
Ministry of Industry and Trade

Presentation

Mrs. Biljana Lekik
Deputy Head, Department of Trademarks,
Industrial Designs and Geographical Indications
State Office of Industrial Property
FYR of Macedonia

Presentation

Agnieszka Walkowicz, Expert,
International Cooperation Division
Patent Office of the Republic of Poland

Presentation

Mrs. Svetlana Munteanu,
Counselor of the Director General,
State Agency on Intellectual Property
(AGEPI)

Presentation

Presentation

Mrs. Valentina ORLOVA,
Pro-Rector
Russian State Institute of Industrial Property
(RGIIS)

Presentation

Presentation

Presentation

Presentation

Mr. Mihael Kline,
Professor
Universtiy of Ljubljana
Faculty of Social Science

Presentation

Mustafa DALKIRAN
Trademark Examiner
Turkish Patent Institute

Presentation

Friday, November 27, 2009

- 9.00 – 10.30 Topic 6 Development and Strengthening of a Nation Brand in Countries in Transition – Point of View of Governments and Policy Makers
- Speakers: Mrs. Urszula Maria Stepkowska International Relations Officer DG Agriculture and Rural Development, European Commission, Brussels
Presentation
- Ms. Iva Koutná, Director, Trademark Department, IPO CZ
Presentation
- Mr. Mihály Ficsor, Deputy President, Hungarian Patent Office, Budapest
Presentation
- 10.30 – 11.00 Discussion
- 11.00 – 11.30 Coffee Break
- 11.30 – 12.30 Topic 7 Intellectual Property (IP) Support Systems, Consulting and Advisory IP Services for the Public and Private Sectors
- Speakers: Mr. Karel Čada
Presentation
- Professor Petr Hajn, Department of Commercial Law, Faculty of Law, Masaryk University, Brno, Czech Republic
- 12.30 – 13.30 Working Lunch
- 13.30 – 14.30 Plenary Discussion and Suggestions for the Elaboration of the Study
- Moderator: Mrs. Biserka Strel
- 14.30 – 15.00 CONCLUDING SESSION AND CLOSING CEREMONY

[End of document]