



WEBINAR

**WIPO/IP/GE/3/22/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: AUGUST 22, 2022**

IP and Women Entrepreneurs

organized by
the World Intellectual Property Organization (WIPO)

**October 27, 2022
15.00 – 16.40 CEST**

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

15.00 – 15.05 **OPENING SESSION**

Moderator: Ms. Ana Gobechia, Senior Program Officer, Section for Coordination of Developed Countries, Division for Transition and Developed Countries (TDC), WIPO

15.05 – 15.10 **SUPPORTING FEMALE PERFORMERS ON THE SCREEN: EXPERIENCES AND CHALLENGES**

Keynote Message by a Group of Female Performers

USING WIPO INTELLECTUAL PROPERTY (IP) SERVICES: OPPORTUNITIES AND CHALLENGES OF WOMEN ENTREPRENEURS

15.10 – 15.25 **Topic 1 Initiatives for Women Entrepreneurs: Scale-up your IP with the IP Diagnostics**

Speaker: Ms. Tamara Nanayakkara, Counsellor, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO

15.25 – 15.45 **Topic 2 Global IP Systems: Protecting your Trademarks, Industrial Designs and Geographical Indications Internationally with the Madrid, The Hague and the Lisbon Systems**

Speakers: Ms. Debbie Roenning, Director, Madrid Legal Division, Brands and Designs Sector, WIPO
Ms. Aino Morimoto, Partner and Designer, Sumee Ltd., Helsinki
Ms. Amelia Arroquia, Founder & CEO, Minicool TrendBook, Valencia, Spain

15.45 – 16.00 **Topic 3 Protecting your Inventions Internationally with the Patent Cooperation Treaty (PCT)**

Speakers: Ms. Anjali Aeri, Counsellor, PCT Legal and International Affairs Department, PCT International Cooperation Division, WIPO
Ms. Inna Braverman, Co-Founder & CEO, Eco Wave Power Ltd., Tel Aviv, Israel

16.00 – 16.15 **Topic 4 Resolving IP and Technology Disputes through WIPO Mediation and Arbitration**

Speakers: Ms. Heike Wollgast, Head, IP Disputes Section, IP Disputes and External Relations Division, WIPO
Ms. Valentina Piola, Licensing and Program Manager, SISVEL Group, Torino, Italy

16.15 – 16.35 **Q&A SESSION**

16.35 – 16.40 **WRAP UP AND CLOSING**

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