



WORKSHOP

WIPO/IP/GT/GE/21/1
ORIGINAL: ENGLISH
DATE: JUNE 7, 2021

Intellectual Property Management Clinic Green Technology

organized by
the World Intellectual Property Organization (WIPO)

WebEx, Geneva, June 17 and 18, 2021

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Day 1 - Thursday, June 17, 2021, CEST time

	Moderator:	Climate Change and Food Security, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO										
13.00 – 13.10	Welcome address											
	Speaker:	Ms. Amy Dietterich, Director, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO										
13.10 – 13.15	Introductory remarks											
	Speaker:	Mr. Guy Pessach, Director, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO										
13.15 – 14.35	<p>SESSION 1: Understanding of the role of IP management throughout the development, manufacturing, branding and marketing of environmentally sound products and technologies</p> <p><i>[Note: This session is devoted to a brief and focused IP analysis (maximum 15 minutes each) of specific green technology products by selected companies that have IP strategies in place on successes and lessons learned].</i></p> <table><tr><td><u>Product:</u></td><td><u>Presenter:</u></td></tr><tr><td>Modular separator</td><td>Mr. Adrian Jose Cabezas Morales, Nano control AB, Sweden</td></tr><tr><td>Marine Wave Stations</td><td>Mr. Alexey Ovsyanki, Scientific production company KROK-1, Ukraine</td></tr><tr><td>Gaz turbine engine</td><td>Mr. Stefano Piffaretti, Creative Power Solutions, AG (CPS), Switzerland</td></tr><tr><td>MCFFP</td><td>Mr. Darlan Santos de Alencar Junior, BIOCERR, Brazil</td></tr></table>		<u>Product:</u>	<u>Presenter:</u>	Modular separator	Mr. Adrian Jose Cabezas Morales, Nano control AB, Sweden	Marine Wave Stations	Mr. Alexey Ovsyanki, Scientific production company KROK-1, Ukraine	Gaz turbine engine	Mr. Stefano Piffaretti, Creative Power Solutions, AG (CPS), Switzerland	MCFFP	Mr. Darlan Santos de Alencar Junior, BIOCERR, Brazil
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Experts: Mr. Omer Hiziroglu, Managing Partner, TLS.IP, Turkey
Mr. Trod Lehong, Director, AfriqInnov8 (Pty) Ltd, South Africa
Ms. Natalie Raffoul, Managing Attorney, Brion Raffoul LLP & Legal Tech Entrepreneur, Canada

Commentator: Ms. Audrey Yap, Managing Partner, YuSarn Audrey Singapore, Immediate Past President The Licensing Executives Society International (LESI), Singapore

14.35 – 15.30

**SESSION 2:
Supporting IP management through intermediaries**

Speakers: Mr. Fu Zhikang, Project Lead, IP Strategist, IPOS International, Singapore
TBC

Day 2 - Friday, June 18, 2021, CEST time

Moderator: Climate Change and Food Security, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO

14.00 – 14.30

**SESSION 3:
Branding products as environmentally friendly**

Speaker: Trademark lawyer or company (TBC)

14.30 – 15.50

**SESSION 4:
Understanding of the role of IP management throughout the development, manufacturing, branding and marketing of environmentally sound products and technologies**

[Note: This session would be devoted to a brief and focused IP analysis (maximum 15 minutes each) of specific green technology products by selected companies that have IP strategies in place on successes and lessons learned].

Product:

Presenters:

Biomass biodegradable products	Dr. Ryohei Mori, Green Science Alliance Co.,Ltd., Japan
Nabralift and Nabrajoint	Mr. Iñaki Alti, Nabrawind Technologies SL, Spain
HMBS dispersible microbial system	Ms. Kaori Fujita, Hinode Sangyo Co., Ltd., Japan
Adjuvant composition	Ms. Erica Mano, DVA Agro, Brazil

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Experts: Mr. Omer Hiziroglu

Mr. Trod Lehong

Ms. Natalie Raffoul

Commentator: Mr. Laith Abu-Taleb, Vice President, General
Counsel & Corporate Affairs, Mori, USA / Canada

15.50 – 16.15

**SESSION 5:
Introduction to trade secret management**

Speaker: Ms. Allison Mages, Head, IP Commercialization
Section, IPBD, WIPO

16.15 – 16.30

ROUNDTABLE DISCUSSION & WRAP UP SESSION

[Note: WIPO will present its work and the support it can offer enterprises, and in return, the discussants will be invited to present their perspectives]

Moderators: Mr. Guy Pessach

Ms. Anja von der Ropp, Senior Program
Coordinator, Climate Change and Food Security,
Global Challenges Division, Global Challenges
and Partnerships Sector, WIPO

Speakers: All participants

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