

Menéndez Pelayo International University (UIMP)

6th Edition IP SEMINAR

“Innovations, Patents and Internationalising Businesses”

From 11 to 15 July 2011

- Director:** **Alberto Casado Cerviño**
Director General of the Spanish Patent and Trademark Office (SPTO)
- Secretary:** **Patricia García-Escudero**
Head of the Dissemination, Communication and Support Unit at the Spanish Patent and Trademark Office (SPTO)

Industrial property is the branch of law primarily concerned with the regulation of patents, industrial designs and trademarks.

In our present globalised society, characterised by burgeoning growth in the economic and strategic value of industrial property (IP), and hence in the pressure on IP rights brought to bear by ever increasing competition, IP has become an indispensable instrument for internationalising our businesses.

If Spanish companies want to improve their competitive position in global markets, they must make strategic use of the instruments at hand for protecting their industrial property as a differentiating factor of specialisation, with the long-term boost this will give to Spain's economic performance.

The course brings different perspectives to bear on the important role protecting innovation plays for the internationalization of businesses, and in this sixth edition has established itself as a strategic meeting point for key movers in the Spanish and European industrial property community.

The course is intended for students, small and medium businesses, professionals and for all persons with an interest in industrial property issues in general or who wish to delve deeper into specific aspects of these matters.

MONDAY 11 **Importance of IP in globalisation**

- 10:00 am** **Opening**
Amparo Fernández González
Undersecretary of the Ministry of Industry, Tourism and Commerce and
President of the SPTO
- 10:30 am** **Innovation and patents as gateway to the European market**
Benoît Battistelli. EPO President
- 11:00 am** **The importance of trademarks for internationalising businesses**
Antonio Campinos. OHIM President
- 3:30 pm** **Roundtable**
Antonio Campinos. OHIM President
Benoît Battistelli. EPO President
- Moderator**
Alberto Casado Cerviño. SPTO Director General

TUESDAY 12 **Spanish businesses on the international stage**

- 9:30 am** **Spanish multinationals in a new international scenario**
*Xavier Mendoza Mayordomo. Associate Director General of ESADE and
Co-Director of the Spanish Multinational Observatory Report (OEME)*
- 11:30 am** **Internationalisation of small family businesses**
Enric Casí. General Manager of Mango
- 3:30 pm** **Roundtable**
*Xavier Mendoza Mayordomo. Associate Director General of ESADE and
Co-Director of the Spanish Multinational Observatory Report (OEME)*
Enric Casí. General Manager of Mango
- Moderator**
Patricia García-Escudero. Head of SPTO Dissemination, Communication
and Support Unit

WEDNESDAY 13

Promoting the internationalisation of businesses

9:30 am **SPTO support for internationalising businesses**
Alberto Casado. SPTO Director General

10:30 am **Supporting exporters**
Fernando Salazar. Executive Vice President ICEX

11:30 am **Financing Spanish technology abroad**
(pending confirmation)

3:30 pm **Roundtable**
Angel Sastre. Secretary General of the SPTO
Fernando Salazar. Executive Vice President ICEX
Pending confirmation

Moderator

Angel Sastre. Secretary General of the SPTO

THURSDAY 14

Internationalisation and IP Dispute Resolution

9:30 am **International commercial arbitration and arbitration to protect industrial property investments**
Bernardo Cremades. President of the Spanish Court of Arbitration

10:30 am **IP litigation**
Fabrizio Miazzetto. Partner with Ferrandis Salvador & Partners

12:30 pm **Roundtable**
Bernardo Cremades. President of the Spanish Court of Arbitration
Fabrizio Miazzetto. Partner with Ferrandis Salvador & Partners

Moderator

Patricia García-Escudero. Head of SPTO Dissemination, Communication and Support Unit

- 9:30 am** **Trademarks as an element of internationalisation**
José Luis Bonet. Chairman Freixenet and President of the Forum on Renowned Brands
- 10:15 am** **Patents as an instrument for international protection of business innovation**
Álvaro de la Haza, Director of Legal Department. Cosentino Group
- 11:00 am** **Roundtable**
José Luis Bonet. Chairman Freixenet and President of the Forum on Renowned Brands
Álvaro de la Haza. Cosentino Group
- Moderator**
Patricia García-Escudero. Head of SPTO Dissemination, Communication and Support Unit
- 12:30 pm** **Closing**
Alberto Casado Cerviño
SPTO Director General