



IPILA – HYBRID

UDESА-WIPO-WTO/CONF/LAC/24/INF1.PROV
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OCTOBER 2024

DRAFT PROGRAM

THIRD INTELLECTUAL PROPERTY AND INNOVATION FOR LATIN AMERICA (IPILA) CONFERENCE

UNIVERSIDAD DE SAN ANDRÉS, BUENOS AIRES, ARGENTINA

October 16 & 17, 2024

A HYBRID CONFERENCE organized by WIPO, WTO and UdeSA, the Center of IP and Innovation in Universidad de San Andrés.

CPINN, our Center of IP and Innovation, launched in 2020, is dedicated to the scholarly analysis of intellectual property rights in Latin America and the technological, commercial, and creative innovation they facilitate. The CPINN, which brings together eminent scholars from the entire region, including professors, scholars and alumni of the WIPO-UdeSA Joint Master's in Intellectual Property and Innovation (MIPI), which was launched several years ago, with the invaluable and ongoing support of the Academy of the World Intellectual Property Organization.

The **IPILA** Conference aims to promote academic discussion, grounded in rigorous scholarship, and a well-informed public policy debate about the importance of intellectual property, exploring how the protection of intellectual property rights and their effective management can foster innovation and creativity, and accelerate development and economic growth in our region.

DRAFT PROGRAM

Wednesday, October 16, 2024

Venue: UdeSA City Campus, Auditorium, Riobamba 1276, Buenos Aires

Zoom Link: <https://udes-a-edu-ar.zoom.us/j/98822021590>

9:30 – 10:30	Welcome and Opening Remarks	
Moderator	Prof. Maria L. Vazquez , Dean of Law Department, Universidad de San Andrés	
	Ms. Beatriz Amorim-Borher , Senior Director, Department for Development Cooperation (DDC), Regional and National Development Sector, WIPO Representative from WTO: TBC Representative from INPI: Carlos M. Gallo , President INPI CONFIRMED Prof. Dr. Irene Calboli , Regents Professor of Law, Texas A&M University School of Law	
10:30 – 12:00	Session 1	Global Perspectives on Intellectual Property and Innovation in Latin America: Has the time come to harness the advantages of PCT to propel innovation in the Southern Cone?
IN PERSON	Moderator	Maria L. Vazquez , Dean of Law Department, Universidad de San Andrés
	Panel Experts	Julio Raffo , Head, Innovation Economy Section, WIPO CONFIRMED IN PERSON Matías Noetinger , VicePresident, ASIPI (Asociación Interamericana de Propiedad Intelectual) CONFIRMED IN PERSON Simon Chater , UK Science & Innovation Attache CONFIRMED IN PERSON Maria Fernanda Hurtado , Exec Director of Global IP Alliance or Gonzalo Rovira , Co-Chair GLIPA CONFIRMED
	Discussion	
12:00 - 13:30		Lunch Break
13:30 – 15:00	Session 2	Case Study in Patents and Biosciences: The Journey of <i>Química Luar</i>, 2024 WIPO Global Award Winners, in the Development, Patenting and Export of Inhaled Ibuprofen as a successful Anti-inflammatory Therapy (The Advantages of PCT Patenting)
	Moderator	Pablo Paz Zorrilla , Director CEPROCOR (Ministry of Science & technology, Province of Cordoba) Graduate of Joint Master Program at UdeSA, Affiliate Researcher CPINN

	Primary Speaker	Luis Argañaras , CEO, Químicas Luar, Córdoba (CONFIRMED IN PERSON)
	Case Study:	The panel will feature key stakeholders involved in the invention, patenting, and commercialization of Respiratory Ibuprofen, a groundbreaking discovery that played a crucial role in treating COVID-19 and other respiratory illnesses. <ul style="list-style-type: none"> • Galia Kalayan, Project Coordinator (CONFIRMED IN PERSON) • Luciana Beladelli, Technology Transfer Expert (CONFIRMED ONLINE) • Marcelo Grabois, IP Advisor (CONFIRMED VIRTUAL)
	Discussion	
15.00 – 15.20	Coffee Break	
15:20 - 16:30	Session 3	Leveraging an IP Portfolio for Business: Trademarks and Patents for Global Expansion and Export (The advantages of international IP Treaties in International Trade)
	Coordinators	Malena Mancini and Natalia Safran Affiliate Researchers of the Center of IP & Innovation (CPINN) at Universidad de San Andres
	Moderator	Malena Mancini Affiliate Researcher of the Center of IP & Innovation (CPINN) at Universidad de San Andres (CONFIRMED) and Carolina Romero President, Centro Colombiano del Derecho de Autor - CECOLDA (CONFIRMED)
	Speakers	Paula Fernández Pfizenmaier , Head of Intellectual Property and Brand Protection, Mercado Libre. (CONFIRMED) Gastón Richelet (President of the Argentine Association of Industrial Property Agents - AAAP y Partner at Richelet & Richelet) (CONFIRMED) Veronica Ines Mega (Intellectual Property Manager, Satellogic) (CONFIRMED ONLINE)
	Discussion	

Thursday, October 17, 2024

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10.00 – 11.15	Session 4	Copyright in the Age of Generative AI: Navigating Legal Challenges and Opportunities
	Coordinators	Florencia Beati Venturini and Malena Mancini Affiliate Researchers of the Center of IP & Innovation (CPINN) at Universidad de San Andrés
	Moderator	Mariano Peruzotti CIPP/E - Partner at Ojam Bullrich Flanzbaum. Co-Chair IAPP Buenos Aires KN Chapter. Member of IAPP Education Advisory Board. Master in Business Law. Professor. Director of the Data Protection program - Cetys - UdeSA
	Speakers from the Region	Gonzalo Gomez Forzley (Director de Derecho de Autor DINAPI - Paraguay) CONFIRMED Carolina Romero (President, Centro Colombiano del Derecho de Autor - CECOLDA) CONFIRMED Walter Waisman Director de Dirección Nacional del Derecho de Autor, Argentina. TBC Maria L. Vázquez , Dean of Law School and Director of WIPO Joint Master Program at Universidad de San Andres CONFIRMED
	Discussion	
11:15 – 11:30	Coffee Break	
11:30 – 12:00	Session 5	Patent Protection in Creative Industries: patenting in Argentina and USA. Case Study: BioLeather
	One on One	Pamela Echeverria (USPTO Argentina) - CONFIRMED Veronica Muntada Industrial Property Agent - Chemist. Registered innovative ecological leather for use in fashion. CONFIRMED
12:00 – 13:30	Session 6	Innovation Ecosystems in Latin America: Expert Panel on Driving Growth and Transformation
	Moderator	Diego Golombek , Full Professor at Universidad de San Andres (Well-known expert in Ideas, Science and Innovation, winner of UNESCO Kalinga Prize for the Popularization of Science) – TBC
	Primary Speakers	Mario Adaro , Supreme Court Justice of the Province of Mendoza (Ministro de la Corte Suprema, Mendoza) CONFIRMED IN PERSON Martin Yeza , Legislator in the Argentine National Congress (Diputado de la Nación, Argentina) CONFIRMED IN PERSON Maria Julia Diaz Ardaya , Director of Public Policy META, LatAm CONFIRMED IN PERSON

	Discussion	
13:30 - 15:00	Lunch	Speakers and special guests are invited to lunch

15.00 - 16.00	Closing Ceremony of the WIPO Joint Master's Program: Diploma Presentation and Farewell to the Class of 2024
	<p>Prof. Maria L. Vazquez, Dean of Law Department, Universidad de San Andrés</p> <p>Representative from WIPO: Julio Raffo, Head of Innovation Economy Division, WIPO CONFIRMED</p> <p>Representative from WTO: TBC</p> <p>Representative from INPI: Carlos M. Gallo, President INPI CONFIRMED</p>

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