



38th Session of the WIPO SCT

oriGIn Side Event:

Powerful combinations produce exponential results – oriGIn worldwide Geographical Indications (GIs) compilation

October 30, 2017, 1 pm to 3 pm, WIPO New Building, Room 0.107



At 1 pm, a light lunch will be offered to participants

Program

- *Introduction*
- *Presentation of oriGIn worldwide GIs compilation, Mr. Massimo Vittori, Managing Director, oriGIn*
- *Comments by:*
 - Mr. Erik Thévenod-Mottet, Advisor for GIs, Legal & International Affairs, Swiss Federal Institute of Intellectual Property
 - Mr. Bruno Machado, Representative in Geneva, International Trademark Association (INTA)
 - Mr. Alessandro Francesco Sciarra, Trademark Attorney at Bird & Bird and Chair of the GIs Team of Marques
- *Q&R*