

ANNEX – Beyond IP (BeIP) Mastercourse

Non-Legal Track

Time	# of Mins	Description	Lecturer / In-charge
October 5 - Day 1 – Overview			
12:00pm – 1:00pm	60 mins	Registration	
1:00pm – 1:10pm	10 mins	Invocation / National Anthem	IP Academy
1:10pm – 1:20pm	10 mins	Welcoming Address	Director General Rowel Barba, IPOPHL
1:20pm – 1:35pm	15 mins	Keynote Speech	TBA
1:35pm – 1:40pm	5 mins	Photo Opportunity	
1:40pm – 2:00pm	20 mins	Presentation of the Program and the IP Academy	Assistant Director Frederick Romero, IPOPHL
2:00pm – 2:50pm	50 mins	Introduction to Intellectual Property System: Challenges and Opportunities in the Philippine Economy	Atty. Maria Katrina Rivera, IPOPHL
2:50pm – 3:00pm	10 mins	Video Presentation on IPOPHL	IP Academy
3:00pm – 3:45pm	45 mins	Overview of the World Intellectual Property Organization and the International IP Systems	World Intellectual Property Organization
3:45pm – 4:00pm	15 mins	Question and Answer / Evaluation / Wrap-up	
October 6 - Day 2 – Patents and Innovation			
9:00am – 10:00am	60 mins	Registration	
10:00am – 11:00am	60 mins	Philippine Patent System, Exceptions, Limitations, and Flexibilities	Atty. Susan Villanueva Cruz Marcelo & Tenefrancia Law Office
11:00am – 12:00pm	60 mins	Patent Information and its Usefulness: A Practical Approach	Atty. Rowanie Nakan Cruz Marcelo & Tenefrancia Law Office
12:00am – 1:00pm	60 mins	Lunch	
1:00pm – 2:20pm	80mins	Pharmaceuticals and Generics Medicines: Issues and Challenges in IP and Public Health	Atty. Jose Maria Ochave Unilab, Inc.
2:20pm – 2:30pm	10 mins	Break	
2:30pm – 3:50pm	80 mins	The Role of Patents in Artificial Intelligence, ICT & High-Tech Innovation	Atty. Emerson Banez University of the Philippines
3:50pm – 4:00pm	10 mins	Question and Answer / Evaluation / Wrap-up	
October 7 - Day 3 – Trademarks			
9:00am – 10:00am	60 mins	Registration	
10:00am – 11:00am	60 mins	Philippine and International Trademark Landscape and Recent Developments	Atty. Edmund Jason Baranda Baranda & Associates
11:00am – 12:00pm	60 mins	Non-Traditional Marks and Trade Secrets	Atty. Editha Hechanova Hechanova Bugay Vilchez & Andaya-Racadio Law Office
12:00am – 1:00pm	60 mins	Lunch	
1:00pm – 2:20pm	80mins	The Importance of Intellectual Property and Brand Management in the Philippine Setting	Atty. Chadd Concepcion Baker McKenzie
2:20pm – 2:30pm	10 mins	Break	
2:30pm – 3:50pm	80 mins	Unfair Competition, Antitrust and Intellectual Property	Atty. Divina Ilas-Panganiban Quisumbing Torres Law Office

3:50pm – 4:00pm	10 mins	Question and Answer / Evaluation / Wrap-up	
		October 8 – Copyright and Related Rights	
9:00am – 10:00am	60 mins	Registration	
10:00am – 11:00am	60 mins	Copyright and Related Rights: Exceptions, Limitations and Recent Developments	TBA
11:00am – 12:00pm	60 mins	Collective Management of Copyright and Related Rights	Atty. Mark Thursday Alciso Filipino Society of Composers, Authors and Publishers, Inc. (FILSCAP)
12:00am – 1:00pm	60 mins	Lunch	
1:00pm – 2:20pm	80mins	Copyright in the Digital Environment: New Threats and Challenges	Atty. Daniel Hofilena Centro Escolar University – School of Law
2:20pm – 2:30pm	10 mins	Break	
2:30pm – 3:50pm	80 mins	The Role of Copyright in the Cultural Development and Preservation	Atty. Jeanette Florita Panlipi
3:50pm – 4:00pm	10 mins	Question and Answer / Evaluation / Wrap-up	
		October 9 – Other Intellectual Property Areas	
9:00am – 9:30am	60 mins	Registration	
9:30am – 11:00am	90 mins	IP Management: IP Valuation and Licensing	Atty. Teodoro Kalaw Ateneo de Manila University
11:00am – 12:00pm	60 mins	IP Policy and Procedures in the Philippine Setting: A University Perspective	Atty. Christopher Cruz De La Salle University-Manila
12:00am – 1:00pm	60 mins	Lunch Break	
1:00pm - 2:00pm	60 mins	Intellectual Property Rights Protection and Enforcement Strategies	TBA
2:30pm – 2:40pm	10 mins	Break	
2:40pm – 3:25pm	45 mins	Introduction to the Panel: Practicing IP in the Philippine Context: Opportunities and Challenges	Assistant Secretary Alan Gepty Department of Trade and Industry
3:25pm – 3:45pm	20 mins	Panel Discussion: IP Job Market and IP Careers in the Philippines	Atty. Daniel Hofilena Assistant Director Frederick Romero Deputy Director-General Teodoro Pascua
3:45pm – 3:55pm	10 mins	Closing Remarks	
3:55pm – 4:00pm	5 mins	Evaluation / Wrap-up	