

# 2024 INNOVATION SEMINAR



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HOST COUNTRY: **ARGENTINA**



**OCT 23, 2024**  
8:40 A.M. – 04:50 P.M.

**OCT 24, 2024**  
9:00 A.M. – 12:20 P.M.

THEME

**The intersection of IP rights and how they interplay in benefit of the society**



# AGENDA

# OCTOBER 23TH

8:40 – 9:10 | REGISTRATION

30 MIN

9:10 – 9:20 | OPENING CEREMONY

10 MIN

**KEYNOTE SPEAKER:**

- Andrew Jenner, Director General, Interpat (UK)

9:25 – 10:25 | PANEL 1

Global Perspectives on IP in Latin America

**CONTENT:**

IP policies that can support an enabling environment in Latin America

60 MIN

**SPEAKERS:**

- Érica Leite, Head of the Division of Multilateral Relations, INPI – Brazilian PTO (BR)
- Fernando Portugal, Director of Intellectual Property, Legal and International Affairs, AMIIF (MEX)
- Luz Sosa, Director Government Affairs & Policy LATAM South, J&J (CHI)
- María Vazquez, Dean of Law School, Universidad de San Andres (ARG)

**MODERATOR:** Xavier Rosales, Partner, Corral Rosales (ECU)

10:30 – 11:00 | COFFEE BREAK

30 MIN



11:05 – 12:05 | PANEL 2

Exploring Patent Term Extensions and Adjustments in Latin America

**CONTENT:**

This panel will discuss the various mechanisms for adjusting or extending patent terms enlightening the importance of providing proper patent terms, according to the local legislation of the countries herein represented.

60 MIN

**SPEAKERS:**

- Bettina Wanner, Patent Attorney, Bayer (GER)
- Maria Isabel Giacchetti de Moraes, Head of Latin America Patents, Sanofi (BRA)
- Hon. Judge Pamela Fitch, Judge member of the Chilean IP Court (CHI)
- Hon. Judge Ximena Velastegui, Temporary Alternate Judge of the Administrative Litigation Division of the National Court of Justice, National Court of Justice of Ecuador. (ECU)

**MODERATOR:** Karla Olvera, Attorney, Olivares (MEX)

# AGENDA

# OCTOBER 23TH

12:05 – 14:05 | LUNCH BREAK

120 MIN



14:10 – 15:10 | PANEL 3

Creating alliances via tech transfer for a robust innovation ecosystem

**CONTENT:**

This panel will discuss the different players and their roles along the course of the technology transfer process and how Governments can help and facilitate such process by creating an enabling environment.

60 MIN

**SPEAKERS:**

- Gonzalo Rovira, Director Of Intellectual Property and Licensing, Bayer (ARG)
- Carlos Felipe Escobar, Director HUB IEX, Univesidad El Bosque (COL)
- Simone Sayuri Tsuneda, General Manager of Market Strategies, Embrapa (BRA)
- Javier Varisco, IP Coordinator, Moolec Science (ARG)

**MODERATOR:** Fernando García, Director, Carey (CHI)

15:15 – 15:45 | COFFEE BREAK

30 MIN



15:50 – 16:50 | PANEL 4

**Behind the Scenes:  
Deconstructing Infringement  
Cases in Small Molecules and  
Biologics**

**CONTENT:**

In this panel speakers will discuss nuances of the criteria to grant patents in various countries of Latin America and how they impact on economic issues.

60 MIN

**SPEAKERS:**

- Monica Lupi, Director of Legal Strategy & Intellectual Property, CAEME (ARG)
- Jörg Thomaier, CEO Bayer Intellectual Property GmbH and Head of IP Bayer Group (GER)
- Lucas Matías Lehtinen, Executive Director Master's Degree in Intellectual Property and New Technologies, Universidad Austral (ARG)
- Ana Carolina Cagnoni, Brazilian IP and innovation consultant, A2C Legal

**MODERATOR:** Alexander Agudelo, Partner, OlarteMoure (COL)

18:00 – 20:00 | COCKTAIL

120 MIN



# AGENDA

# OCTOBER 24TH

9:00 – 9:30 | OPENING REMARKS

30 MIN

## SPEAKERS:

- Hon. Judge Alfredo Gusman, Chamber Judge in the Federal Civil and Commercial National Court of Appeals / Federal Civil and Commercial Chamber II (ARG)
- Hon. Judge Francisco Medina Padilla, Specialized IP Court of the Federal Court for Administrative Justice

09:50 – 11:05 | PANEL 5

**Innovation & Access:  
Debating Compulsory and  
Voluntary Licensing**

## CONTENT:

This panel will discuss the compulsory licensing circumstances and applicability of same, following the local legislation and possible misuses of such important tool to frame patents.

75 MIN

## SPEAKERS:

- Corey Salsberg, Vice President, Global Head IP Affairs, Novartis (USA)
- Raquel Sorza, Director of Operations and Communications, FIFARMA (COL)
- Anjam Aziz, Phrma, interpat (USA)
- Hon. Judge Íñigo Salvador Crespo, Principal Judge of Court of Justice of the Andean Community (ECU)
- Gloria Alonso Masmela, Former director of the National Planning Department and Alternate Ambassador for the Permanent Mission of Colombia to the Organization for Economic Cooperation and Development (COL)

**MODERATOR:** Ana Castro, Partner, Lloreda Camacho (COL)

11:10 – 11:40 | COFFEE BREAK

30 MIN



# AGENDA

11:45 – 12:45 | PANEL 6

## Experiences with Multilateral Institutions and Instruments in Latin America

### CONTENT:

The importance of global international standards and their role in shaping innovation especially in life science.

60 MIN

# OCTOBER 24TH

### SPEAKERS:

- David Pinto, Senior Patent Examiner, INAPI (CHI)
- Jon Santamauro, Senior Director, International Government Affairs, AbbVie (USA)
- Pamela Echeverria, Deputy IP Advisor en Mercosur, Guianas, Suriname y Venezuela, USPTO (ARG)
- Alexandre Dantas, Director of Patents, Computer Programs, and Integrated Circuit Topographies, INPI – Brazilian PTO (BR)

**MODERATOR:** Cristian Bittel, Marval O'Farrell & Mairal (ARG)