



Mediation Interest Group Meeting

AGENDA, LIST OF PARTICIPANTS, & DISCUSSION TOPICS

World Intellectual Property Organization
34, chemin des Colombettes
1211 Genève 20, Switzerland
Monday, September 6, 2004, from 08h30-17h30

08h30-09h00 Registration & coffee

09h00-09h30 Introductions, an ADR exercise, overview of topics & agenda (**Jeremy Lack**)

9h30-12h00 **PANEL DISCUSSION A: CORPORATE COUNSEL PERSPECTIVES**
What are parties seeking from ADR? Pros/cons. What makes an ADR process succeed/fail?

Giampiero De Luca, Chief IP Counsel, Serono International SA

Thierry Sueur, VP International Affairs and IP, Air Liquide, France

Patrick Deane, Legal Counsel, Nestlé

Steve Scheidegger, International Attorney, Cargill International SA

Jane Schurtz-Taylor, Lawyer, Intellectual Property, Richemont International Ltd.

Neil Caulfield, Senior European IP Counsel, DuPont (UK) Ltd.

Q&A: Discussion session re Corporate/Users' perspectives (*Coffee break 10h45-11h00*)

12h00-13h30 **LUNCH (and viewing of INTA Trademark Mediation Video)**

13h30-15h00 **PANEL DISCUSSION B: ADR PRACTITIONERS' PERSPECTIVES**
Factors & techniques for "successful" ADR. Examples of cases. "Dos and don'ts".

David Plant, US Attorney, Mediator, Arbitrator, and Advisor

Marina Cousté, French IP Litigator and Mediator

Peter Michaelson, US Attorney, Arbitrator and Mediator

Michael Schneider, Swiss Arbitrator

Q&A: Discussion session re ADR Practitioners' perspectives

15h15-17h15 **PANEL C PRESENTATIONS: CASE STUDIES & WIPO UPDATE**
Focus on Key Issues in Sample IP Disputes: Mediation v. Litigation & Arbitration

Trademark Case Study (15h15-15h45)

Toe Sue Aung, General Counsel, BATMark Limited, UK & **Peter Müller**, Müller, Schupfner & Gauger, Germany

IT Case Study (15h45-16h15)

Peter Moody, Bevan Ashford, United Kingdom

Patent Case Study (16h15-16h45)

David Plant, US ADR Practitioner & **Zeev Pearl**, Eitan Pearl Latzer & Cohen, Israel.

Update On WIPO's Ongoing ADR Activities And Cases (16h45-17h00)

Ignacio de Castro, WIPO Arbitration and Mediation Center.

Summary Comments by David Perkins & Nigel Jones + Q&A (17h00-17h15)

17h15-17h30 **CONCLUSIONS & POSSIBLE FOLLOW-UP ACTION ITEMS**

17h45 ONWARDS: WIPO COCKTAIL RECEPTION