

# Industry and IPO Workshop

## **Session 1 (Closed Door): IP Office of the Future – Digital Modernization**

This closed-door session introduces the key findings of the *IP Office of the Future Report on Digital Modernization* and examines digital transformation as a strategic priority for IP offices. Topics include leadership and governance models, organizational readiness, resistance to change, and how offices can modernize systems while ensuring reliability and trust.

**Moderator:** Andy Bartlett, Deputy Chief Executive & Director of Services, UK Intellectual Property Office (United Kingdom)

### **Speakers:**

- Bernt Boldvik, Head of Design and Trademark Department, Norwegian Industrial Property Office – NIPO (Norway)
- Konstantinos Georgaras, Commissioner of Patents, Registrar of Trademarks & Chief Executive Officer, Canadian Intellectual Property Office (Canada)
- Kathrine Myhre, Director General, Norwegian Industrial Property Office – NIPO (Norway)

## **Session 2 (Closed Door): A Cross Section of IP Offices at Different Stages of Modernization**

This closed-door discussion presents comparative perspectives from IP offices at different stages of technological adoption. Topics include emerging tools such as AI and automation, capacity constraints, and how offices balance innovation with reliability, scalability, and cost.

**Moderator:** Gedeona Maduro, Director, Bureau for Intellectual Property of Curaçao (Curaçao) and Ramses Petronia, Senior Jurist, Bureau for Intellectual Property of Curaçao (Curaçao).

### **Speakers:**

- Catherine Chammartin, Director General, Swiss Federal Institute of Intellectual Property – IPI (Switzerland)
- Esteban Figueroa, National Director, National Institute of Industrial Property – INAPI (Chile)
- Mordechai Sorek, Executive Director and Commissioner of Patents, Trademarks & Designs, Israel Patent Office (Israel)

**Industry and IP Offices – Strategic Perspectives on the Future of IP Administration (Open to INTA Corporate Members)**

This panel explores the evolving role of IP offices in a global innovation economy from both public and industry perspectives. Topics include supporting applicants in navigating global assignments and the potential role of IP offices as trusted actors in IP valuation and broader trust based frameworks.

**Moderator:** David Gooder, former USPTO Commissioner for Trademarks.

**Speakers:**

- Jacob Ewerdt, Senior counsel for global IP policy (Qualcomm, USA)
- Christine Repond, Brand IP Services Lead (Nestle, Switzerland)