

"Making IP work for Development"
3 February 2006, 9.30 - 13.00 and 15.00 - 18.00
WIPO Main Building

Speaker Biographies

<p>Soonwoo Hong Counsellor, SMEs Division, WIPO</p>	<p><i>Nationality</i> : Korean</p> <p><i>Education</i>:</p> <p>a. Hague Academy of International Law, the Netherlands : Certificate : 1999</p> <p>b. Leiden University, the Netherlands : LLM in European Community Law : 1998</p> <p>c. Graduate School of Hanyang University, Korea: Master of Engineering: 1995</p> <p>d. Hanyang University, Korea : Bachelor of Engineering : 1982</p> <p><i>Experience</i></p> <p>a. 2004 – present : Counsellor, SMEs Division, WIPO</p> <p>b. 2003 : Director of Examination Bureau, KIPO</p> <p>c. 2002 : Trial Judge in Intellectual Property Tribunal, KIPO</p> <p>d. 2000 : Technical Advisor in the Patent Court, High court of Justice.</p> <p><i>License</i></p> <p>Patent Attorney</p>
<p>Jooik Park First Secretary, Permanent Mission of the Republic of Korea</p>	<p>Mr. Jooik PARK, a national of the Republic of Korea, has been serving at the Permanent Mission of Republic of Korea to the United Nations Office and Other International Organizations in Geneva as a First Secretary since 2003. During this time, Mr. Park was the Coordinator for the Asian Group in WIPO in 2004 and he was the Vice-Chair of the Assembly of Special Union for the International Classification of Goods and Services for the Purposes of the Registration of Marks (NICE Union) in 2005. Prior to coming to Geneva, Mr. Park was the Public Information Officer in the Korean Intellectual Property Office (KIPO) from 2002 to 2003. His other assignments include being an Administrative Trademark Judge for the Korean Intellectual Property Tribunal from 2000 to 2002 and the Director of Administration Management Division of KIPO in 2000.</p> <p>Mr. Park holds a Master's Degree in International Relations from the National Defense University, Republic of Korea and has both a Diploma in Telecommunication and Broadcasting Policy from Seoul National University and one in Computer Science from the Kanazawa Institute of Technology in Japan. Mr. Park holds the license of Patent Attorney in Korea and was awarded the Prize of Government Reformation by the President of the Republic of Korea in 1993. He is married with a daughter.</p>

<p>Cynthia Cannady</p> <p>Director, Intellectual Property Policies and New Technologies, World Intellectual Property Organization</p>	<p>Mrs. Cannady is a graduate of Harvard Law School (J.D. 1975) and Stanford University (B.A. 1972). Prior to joining WIPO, she practiced law in the private sector concentrating in the fields of intellectual property and commercial litigation and technology licensing. Her professional experience has included:</p> <p>From 1997 to 2000: Principal, Tech Law Group, Menlo Park, California</p> <p>From 1993 to 1997: Apple Computer, Vice President of Law for Manufacturing and Development, Cupertino, California</p> <p>From 1984 to 1992: Partner, Litigation, Fenwick & West, Palo Alto, California</p> <p>From 1980 to 1983: Litigation associate, Williams & Connolly, Washington, D.C.</p> <p>Mrs. Cannady's public sector and public service experience includes service as a Trustee of Stanford University from 1993-1998, where she was a member of the Committee on Finance and Investment. She also served on the Ethics Committee of the Stanford University Medical Center. Earlier in her career, from 1977 to 1980, she was an attorney for the United States Department of State, and, from 1975 to 1977, she was a law clerk to the late Hon. Alvin B. Rubin, United States District Court.</p> <p>She was on the Executive Committee of the California State Bar Intellectual Property Section, and has been an active member of the Licensing Executives Society, where she served as chair of the Semiconductor Committee. She was a commercial arbitrator with the American Arbitration Association, and a Special Master and Early Neutral Evaluator for the Federal District Court for the Northern District of California. She was a member of the Inns of Court for the Northern District of California. She is a current member of the Bars of the State of California and the District of Columbia.</p> <p>Her publications include "North South Trade in Intellectual Property; Can it be Fair?", World Trade Review, (2004), 3: 317-328 Cambridge University Press.</p>
<p>Molefi Nicholas Motsatse</p> <p>Marketing Director and Joint Deputy Chief Executive Officer of the Southern African Music Rights Organisation (SAMRO)</p>	<p>Prior to joining SAMRO in April 2002, Nick was the Managing Director of the Manning Selva & Lee (Pty) Ltd., a subsidiary company of an international Marketing Communications firm Leo Burnett Worldwide which is part of the Publicis Groupe.</p> <p>Nick has had a varied career in business, consulting and social development fields. He holds a Bachelor of Theology (B.Theol) degree from the University of Fort Hare and a Certificate in Marketing Management from Wits Business School. He is currently completing the submission of his Master's dissertation as part fulfillment of the requirements for the Master of Business Leadership (MBL).</p> <p>Since joining SAMRO, Nick has been actively involved in projects aimed at stimulating the economic contribution of the South African music industry.</p> <p>He is the facilitator of the soon-to-be formalised South African music industry federation, South African Music Industry Cooperation Initiative (SAMICI). He also chairs the annual Moshito Music Market and Conference, under whose auspices the South African Music Export Council (SAMEX) has been formed. Together with the Executive team at SAMRO he also pioneered the formation of the Composers Association of South Africa (CASA) as well as the Association of Independent Record Companies (AIRCO).</p>

	<p>Nick has also participated in WIPO / CISAC seminars in Zimbabwe and Uganda.</p> <p>It is Nick's firm belief that the South African music industry, led by the Collective Administration and Management Organisations (CAMOs), is poised to be a significant contributor to the economic growth rate targets set by the South African government. By the same token the copyright industries, in so far as they are about the preservation and beneficial exploitation of the value of the creative "works of the spirit", can contribute to the goals of poverty alleviation through job creation, foreign currency earnings as well as sustained economic growth rates.</p>
<p>Ron Layton</p> <p>Intellectual Property (IP) Trade and Development Specialist</p> <p>CEO of Light Years IP</p>	<p>Ron Layton is the CEO of Light Years IP (LYIP), a specialized Intellectual Property NGO. He has drawn on successful careers in economic development and in IP export business to design the LYIP vision of engaging IP techniques used by business to increase Poverty Alleviating Trade. He consults to the World Bank and is responsible for creating concrete solutions that the Bank calls "the sharp edge of trade policy.... for development." (Paul Collier, Director of Development Research, October 18, 2002).</p> <p>Ron is educated in economics and mathematics and worked as lead economist on numerous development projects in more than 20 developing countries for UNDP, ADAB, SPC, the Commonwealth and many governments. He has specialized in Intellectual Property for 25 years and in Intellectual Property for Development for 15 of those years. He began in 1977-80, originating and implementing jurisdictional Intellectual Property solutions in developing countries with very limited and weak economies. He led a project covering analysis and development of jurisdictional Intellectual Property sector in several countries where IP produced over 60% of government income and over 80% of export income. To acquire direct understanding of the role of branding and other Intellectual Property in Trade, he added ten years of commercial experience in earning export income, successfully distributing film product and derivative consumer products to over 100 world markets.</p> <p>Since forming LYIP as an NGO in 1999, Ron Layton has been creating mechanisms for poor producers in developing countries to improve the amount and security of export income from commodities and finished products. This process utilizes all forms of IP to assert the right to income from intangible values created and owned by poor countries. LYIP also assists with the products of innovation, including inventions, tribal names and all forms of designs, some traditional and mostly modern.</p> <p>In 2004, the Ethiopian Government committed to a joint project with LYIP aimed at capturing intangible values inherent in Ethiopian Fine Coffees, for the benefit of poor coffee farmers and traders. The project, which will last several years will train an Ethiopian licensing team to control the commercial use of coffee names with top reputations in world fine coffee markets, both retail and wholesale.</p> <p>Ron has acted as IP consultant to producer groups, exporters and tribal groups, to businesses in fair trade and sustainable development, to the World Bank and the USPTO, and to Governments as different as Ethiopia, Niue and Bermuda. In 2004, the World Bank published a book titled "Poor People's Knowledge" that included coverage of his work on IP and</p>

	<p>Poverty Alleviating Trade. He is a member of the International Fair Trade Association.</p> <p>In February 2004, Ron was elected as a Global Fellow by the Ashoka Foundation, recognition as a leading social entrepreneur working on a global level.</p>
<p>Ana María Frieri del Castillo</p> <p>Partner, Olarte Raisbeck & Frieri (Colombia)</p>	<p>She studied psychology in the Andes University (Bogotá, Colombia) and received her law degree from the Universidad Externado de Colombia with honors (1996), for her lauded thesis entitled “Patents for Human Genetic Material”. She obtained her title of Specialist on Industrial Property, Copyright and New Technologies from the same University, where since 1994 she is an active Member of the Centre for Studies of Genetics and Law. An associate with the international law firm Baker & McKenzie since her graduation, on July 2003 she set up her own independent practice as a founding partner of Olarte Raisbeck & Frieri. Her areas of practice include prosecution and litigation of patents, trademarks, plant breeder’s rights, copyrights and unfair competition law.</p> <p>Her renowned expertise in the legal issues related with modern biotechnology merited her selection by the United Nations Industrial Development Organization (UNIDO) to conform the international panel of experts in the IP session for the Global Biotechnology Forum (Regional Consultative Meeting for Latin American and the Caribbean - Brasilia, July 2003) where she presented her proposal entitled “IP Rights, Technology Transfer and Investment Implications”. She is a constant lecturer on these and other subjects related with industrial property rights, and a permanent counsel for both private and public institutions involved in the promotion of innovation.</p>
<p>Akim Mogaji</p> <p>Creative Director, BBC World Service Trust (Nigeria)</p>	<p>Akim Mogaji was born in Lagos, Nigeria in 1967.</p> <p>As a performer he worked in theatre, including the Royal Shakespeare Company and the Royal National Theatre, as well as in television and film.</p> <p>As a producer/director for the BBC, Akim worked in drama and documentary before his first project with BBC World Service Trust in 1999 as a project designer and implementer.</p> <p>Working in partnership with international organizations in Kenya, Brazil, Bangladesh, Somalia, and Nigeria, he is the co-designer and creative director for the BBC WST Nigeria project, aimed at raising awareness around the Millennium Development Goals and building capacity in the creative industries.</p>