



Wednesday, 28 April 2010

13:20 – 15:00

The use of IPRs for economic development through sports

Room B, WIPO main building 34, chemin des Colombettes Geneva

Moderator: Peter Dirk Siemsen

13:20 – 13:50 The current use of IPRs in sports

- Peter D. Siemsen, *Senior Partner, Dannemann, Siemsen, Bigler & Ipanema Moreira*

13:50 – 14:30 The use of IPRs in sports sponsorship: the experience of Shell

- Bruno Motta, *Chairman, Shell Brands International, A.G.*

14:30 – 15:00 Discussion with the floor

Sandwich lunch to be provided



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