**Harnessing Intellectual Property to Protect and Promote Traditional Arts and Crafts and to Empower Women**

*Marriott Mexico City Reforma / Zona Rosa*

*Mexico City*

***8-10 November, 2010***

**Day 1:**

**Protecting Your Products with IP**

8:00 – 9:00 **Registration**

9:00 – 10:00 **Welcome Address and Introduction to Traditional Arts and Crafts**

*Lic. Jorge Amigo Castañeda, Director General, Mexican Institute of Industrial Property (IMPI)*

*Hon. Sharon Barner, Deputy Director, United States Patent and Trademark Office (USPTO)*

*Hon. Bruce Lehman, Chairman and President, International Intellectual Property*

*Institute (IIPI)*

*Mr. Jorge Saggiante, Director of Economic Development, Trade & Tourism, Organization of American States (OAS)*

10:00 – 11:00 **The Identification and Preservation of Traditional Arts and Crafts Part 1**

* + The Importance of Preservation and Best Practices for Managing the IP Components
	+ The Impact of Digital Technologies in the Dissemination and Protection of Traditional Arts and Crafts
	+ Mexico’s Efforts to Digitally Preserve Traditional Arts and Crafts

*Moderator: Hon. Sharon Barner, Deputy Director, USPTO*

*Speakers:*

*-Ms. Peggy Bulger, Director, American Folklife Center, Training Program for Indigenous Communities, Library of Congress*

*-Mrs. Xilonen Luna Ruiz, Collection Document Director, and Mr. Octavio Murillo Álvarez de la Cadena, Under Director of Conservation and Stewardship, National Commission for the Development of Indigenous Peoples (CDI) (joint presentation “The Cultural Collections and Documentaries Experience”)*

11:00 – 11:30 **Coffee Break**

11:30 – 1:00 **The Identification and Preservation of Traditional Arts and Crafts Part 2**

*Moderator: Mrs. Gilda González Carmona, Deputy Director General of Support Services, IMPI*

*Speakers:*

*-Mr. Eduardo Berrocal López, Under Director of Social Programs. National Fund for the Development of Arts and Crafts (FONART)*

*-Mr. Jorge Gustavo Caicedo, Director General "Human Heritage"*

*-Mr. Jon Lohman, Virginia Folklife Program at the Virginia Foundation for the Humanities*

*-Ms. Molly Torsen, U.S. Department of Commerce, Office of Intellectual Property Rights, former WIPO consultant on Creative Heritage*

1:00 –3:00 **Lunch: Success Story: Empowering Indigenous Women through Intellectual Property Protection**

* + Panama’s Use of Intellectual Property Rights to Help Indigenous Women Protect and Market Their Products

*Moderator: Mr. Cesar Parga, Economic Development, Trade & Tourism, OAS*

*Speakers:*

*-Mr. Aresio Valiente, Panamanian lawyer, legal adviser to the General Kuna Congress*

-*Mrs. Rosi Laura Castellanos Mariano, Assessor of the General Directorate for Education of the Indigenous (DGEI)*

3:00 – 4:30 **Panel: The Role of Intellectual Property in Protecting and Promoting Traditional Arts and Crafts and National Heritage**

* + Copyright, Trademarks, Service Marks, Collective Marks, Certification Marks, Geographical Indications
	+ Overview of International Design Registration System
	+ Current Legislation, Policies and Treaties

*Moderator: Hon. Bruce A. Lehman, Chairman and President, IIPI*

 *Speakers:*

*-Mr. Salvador Rodríguez Rodríguez, Head of Maintenance Rights Department, IMPI*

*-Mr. Cesar Parga, OAS*

*-Lic. Martin Michaus, Inter-American Association of IP Lawyers (ASIPI)*

*- Licda. Alejandra Loría Martínez, Social Anthropologist, Ministry of the Environment, Energy and Telecommunications, MINAET –CONAGEBIO, Costa Rica*

4:30 – 5:00 **Coffee Break**

5:00 – 6:00 **Panel: How to Protect Cultural Expressions – Where Are We Now?**

* + Government Efforts and Approaches to the Protection of Cultural Expressions in Each Speaker’s Home Country
	+ Perspectives of Indigenous Representatives on what Constitutes Property
	+ IP Rights and Structure within Indigenous Societies
	+ Methods of Sharing Rights and Responsibilities and the Role of Collective Ownership

*Moderator: Ms. Susan Anthony, Attorney, Office of Intellectual Property Policy and Enforcement, USPTO*

*Speakers:*

*-Mrs. Xilonen Luna Ruiz, Collection Document Director, National Commission for the Development of Indigenous Peoples (CDI)*

*-Mr. Mateo A. Castillo Ceja, Head of Social Coordination Participation and Transparency Division, The Secretariat of Environment and Natural Resources (SEMARNAT)*

*-Ms. Benigna Acosta, coordinator of the Ngöbe and Bugle community in the Department of Commerce and Industries (MICI) (How the Ngöbe* *and Bugle community protects its culture)*

*-Dr. Luis Vega García, Legal Director General, The National Council for Culture and Arts (CONACULTA)*

*-Mr. Jesús Antonio Machuca Ramirez, National Researcher, Ethnology and Social Anthropology Direction*

*-Mrs. Candida Fernandez, Director General, Fomento Cultural Banamex*

7:00 – 10:00 **WELCOME RECEPTION & BUFFET**

Gran Hotel Ciudad de Mexico

La Terraza Restaurant

Historic Center – Zocalo

Private buses from Marriott at 7pm

**Day 2:**

**Building Your Business with IP**

9:00 – 10:30 **How to: Forming an Arts and Crafts Cooperative to Create Better Marketing** **Opportunities**

*Moderator: Ms. Susan Anthony, Attorney, Office of Intellectual Property Policy and Enforcement, USPTO*

*Speakers:*

*- Ms.* Paulina Parlange*, Eliuh Kolektif*

*-Mr. Patrick Kole, Vice President of Legal and Government Affairs, Idaho Potato Commission*

*-Mr. Andy Abeita, Vice President, Council for Indigenous Arts and Culture*

10:30 – 11:00 **Coffee Break**

11:00 – 1:00 **How to: Building Collective and Certification Mark Programs for Branding Traditional Arts and Crafts**

* + Using Quality Standards to Gain a Competitive Advantage: The Role of Marks in Creating Value and Identity

 *Moderator: Ms. Susan Anthony, Attorney, Office of Intellectual Property Policy and Enforcement, USPTO*

 *Speakers:*

*-Hon. Bruce Lehman, Chairman and President, IIPI*

*-Mr. Federico José Vásquez Marcial, Chatino’s Indigene, Cultural Development Board Coordinator of CDI’s Consultative Counsel, State of Oaxaca, (joint presentation)*

*-Ms. Ana Paula Ramirez, International Affairs, Tequila Regulatory Council (CRT)*

*-Ms. Toni Hickey, Deputy Chief of Staff for the Under Secretary and Director and the Deputy Under Secretary and Deputy Director, USPTO*

1:00 – 3:00 **Lunch**:

*Moderator:**Hon. Sharon Barner, Deputy Director, USPTO*

*Speakers:*

**How to Build a Successful Business A to Z**

*-Mr. Patrick Kole, Vice President of Legal and Government Affairs, Idaho Potato Commission*

**Success Story: Women’s Prison Project**

*-Ms. Rebecca Roth, Original Friends Dolls, Feria Exposition*

3:00 – 5:00 **How to:** **Enforcing Your Intellectual Property Rights to Protect Your Traditional Arts and Crafts**

* + Use of Marks to Protect Cultural Expressions
	+ In Local Markets, International Markets, On the Internet, In Auction Sites
	+ Protecting Indigenous Products
	+ Specific Approaches and Techniques Used
	+ Experiences with Indian Arts and Crafts Act and Truth-in-Advertising Law
	+ Featured Business’ Experiences in Marketing Cultural Expressions and Issues with Enforcement

*Moderator: Hon. Bruce Lehman, Chairman and President, IIPI*

*Speakers:*

*-Mr. Andy Abeita, Vice President, Council for Indigenous Arts and Culture*

*-Lic. Martin Michaus, ASIPI, Inter-American Association of IP Lawyers*

*-Ms. Peggy Bulger, Director, American Folklife Center, Training Program for Indigenous Communities, Library of Congress*

*-Ms. Albania Elizondo Rodríguez, Costa Rican artist*

*-Mr. Aresio Valiente, legal adviser to the General Kuna Congress, and Ms. Benigna Acosta, Department of Commerce and Industries (MICI), (joint presentation)*

7:00 – 10:00 **Fashion Show and Dinner**

University Club of Mexico City

 Reforma Avenue 150

 Col. Juarez

 Mexico City

*-**Eliuh Kolektif*

*- Paulina y Malinali*

**Day 3:**

**Financing and Marketing Your Business**

**(Open to Invited Public)**

8:30 – 9:30 **Registration**

9:30 – 11:00 **How to: Financing the Production of Traditional Arts and Crafts**

* + Resources for Financing these Businesses
	+ Government Contributions to Building their Countries’ Cultural Heritage

*Moderator: Mr. Jorge Saggiante, Director of Economic Development, Trade & Tourism, OAS*

*Speaker:*

*-Mr. Luis Llano, Banco Compartamos*

11:00 – 11:30 **Coffee Break**

11:30 – 1:00 **Marketing – How to -- Part 1: Building Domestic Markets**

* + FONART: Personal Experiences and “How To” Methods for Building These Markets
	+ Using the Internet and Social Media
	+ The Role of Cultural Tourism

*Moderator: Mrs. Emelia Hernández Priego, Deputy Director of Substantive Patent Exam, IMPI*

*Speakers:*

*-Ms. Rafaela Luft Davalos, Director General, National Fund for the Development of Arts and Crafts (FONART)*

*-Mr. Andy Abeita, Vice President Council for Indigenous Arts and Culture*

*-Ms. Alina Itucama, Panamanian artisan (baskets)*

*-Ms. Aryuleimy Anyara Gonzalez Avila de Vergara, coordinator of the Kuna Yala community in the Department of Commerce and Industries (MICI)*

1:00 – 3:00 **Lunch:** **Marketing through Festivals**

* + Examples include the Smithsonian Folklife Festival, the Santa Fe Folk Art Festival, and the FERIA Festival

*Moderator: Ms. Susan Anthony, Attorney, Office of Intellectual Property Policy and Enforcement, USPTO*

*Speakers:*

*-Mrs. Marcela Jimenez López, Under Director of Cultural Small Business, Mexico City Ministry of Culture*

*-Mr. Jon Lohman, Virginia Folklife Program at the Virginia Foundation for the Humanities*

*-Ms. Rebecca Roth, Original Friends Dolls, Feria Exposition*

*-Mr. Jens Lund, Washington State Parks & Recreation Commission, Folk & Traditional Arts in the Parks Program*

3:00 – 4:30 **Marketing – How to -- Part 2: Building Export Markets**

* + Selling to Buyers and Retailers
	+ Harnessing the Power of the Internet and Social Media to Expand Markets for Traditional Arts and Crafts

*Moderator: Mr. Tim Scerba, President, Edelman Public Relations, Mexico*

*Speakers:*

*-Representatives from Wal-Mart and Macy’s*

*-Ms. Carola Cruz, Media Lead, Accenture*

*-Mr. Jens Lund, Washington State Parks & Recreation Commission, Folk & Traditional Arts in the Parks Program*

*-Ms. Arianne Montefusco Novas, thesis on marketing of traditional items*

*- Ms. Paulina Parlange , Eliuh Kolektif*

*- Paulina y Malinali*

4:30 – 5:00 **Coffee Break**

5:00 – 6:00 **Breakout Discussion/Q&A**

* + Informal Opportunity for Participants to Speak with Experts

7:00 – 10:00 **Evening Reception and Dinner with Closing Remarks**

Antiguo Meson del Perro Andaluz

Calle Copenhague at Hamburgo (behind Marriott)

Zona Rosa