

# 10<sup>TH</sup> INTERNATIONAL CONFERENCE

April  
12th - 15th



For further information:  
[gerencia@amppi.org.mx](mailto:gerencia@amppi.org.mx)



# 10<sup>TH</sup> INTERNATIONAL CONFERENCE

## NEW REALITY

### THE MEXICAN ASSOCIATION FOR THE PROTECTION OF INTELLECTUAL PROPERTY

We are one of the longest-established associations in Mexico with more than 50 years at the National and International level, our intense activity and representation have allowed us to be recognized as the National Group of the International Association for the Protection of the Intellectual Property (AIPPI).

As is well known, AMPPI is represented by professionals from diverse fields advocating for Intellectual Property, either from an academic or practical side. AMPPI has always acted as an obligated mediator between IP practitioners and authorities in diverse areas.

The Association acts as a dynamic disseminator of legislative and professional topics; but mainly, AMPPI is constituted by scholars focused on the protection of patents, trademarks, copyrights in all their cultural, social and economic demonstrations.

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### ABOUT OUR EVENT

Since its beginning, the AMPPI International Conference has been held on an annual basis each February, being hosted in different venues across the country.

The 10th International Conference will be hosted after a year since the COVID-19 outbreak, marking this Meeting as an opportunity for renewing and restructuring our Association.

We have encountered great challenges to celebrate this 10th International Conference; however, by taking advantages of virtual technologies we can break down geographic and creative barriers by reaching more colleagues and corners around the world.

An example of this virtual reorganization is our selection of National and International speakers, who are widely recognized in the IP world and will share their experience during this *New Normality*.

We invite you to our Conference. Let us take this opportunity to meet great people at an unprecedented fare.



**JOSE JUAN MENDEZ**

*AMPPI A.C. President*



**JUAN CARLOS HERNANDEZ**

*AMPPI A.C. Secretary*

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# INTERNATIONAL CONFERENCE

## NEW REALITY



### DAY 1

*Monday, April 12th, 9:45 to 2:45 pm*

OPENING CEREMONY

ENFORCEMENT, ADVERTISING AND INFLUENCERS

CANNABIS, RECREATIONAL USE

CANNABIS, MEDICAL USE

### DAY 2

*Tuesday, April 13th, 9 to 1 pm*

CHALLENGES AND TRENDS IN TERMS OF PRIVACY AND DATA PROTECTION IN TIMES OF DIGITAL TRANSFORMATION

ENTERTAINMENT INDUSTRY CHALLENGES IN THE COURSE OF COVID-19

ELECTRONIC COMMERCE AND NEW SHOPPING HABITS

### DAY 3

*Wednesday, April 14th, 9 to 1:15 pm*

PIRACY IN THE COURSE OF COVID/19

PATENTS DEVELOPMENT IN MEDICAL DEVICES, VACCINES AND MEDIA

NEW REALITY DURING LOCKDOWN

### DAY 4

*Thursday, April 15th, 9 a 1:10 pm*

NEW LAW AND REFORMS IN INDUSTRIAL AND INTELLECTUAL PROPERTY

CLOSURE



# 10<sup>TH</sup> INTERNATIONAL CONFERENCE

## NEW REALITY

DAY 1

Monday, April 12th -09:45 to 11:00 am

### OPENING

*For this 10th annual Conference, we have invited top IP Professional. We are honored that authorities such as Claudia Rojas, and Marco Matías Alemán on behalf of WIPO will inaugurate our Conference, which will start on April 12th at 9:45 am (Mexico City Time).*

*Furthermore, we have invited all our IP colleagues around the world, representatives of other sister Associations as well as PTO Offices.*

*We await your presence at the inauguration of this Conference.*

*You are cordially invited!*



**CLAUDIA ROJAS**

Senior Specialist IP US Embassy  
Master of Ceremonies



**MARCO MATIAS ALEMAN**

Assistant Director General, IP and Innovation  
Ecosystems Sector, (WIPO).  
Key Note Speaker



**JOSE JUAN MENDEZ**

President AMPPI, A.C.  
Host

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## NEW REALITY

DAY 1  
PANEL 1

Monday, April 12th, 11:10 to 12:15 pm

### ENFORCEMENT, ADVERTISING AND INFLUENCERS



**JEFFREY A. GREENBAUM**

*Chairman of the Global Advertising Lawyers Alliance*



**DANIEL HAIJE**

*Partner at Hoogenraad & Haak*



**KELLY HARRIS**

*Partner at Miller Thomson*



**PAULA FERNANDEZ**

*Regional President of the Global Advertising Lawyers Alliance*



**MICHELLE RONAY**

*Influencer, Mamá Rebelde Founder - @michelleronay*



**JOSE ANTONIO AROCHI**

*President of the Education Commission AMPPI, A.C.*

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## NEW REALITY

DAY 1  
PANEL 2

Monday, April 12th, 12:25 to 1:30 pm

### CANNABIS, RECREATIONAL USE



**CHRISTINE FARLEY**

*Professor, American University*



**ERIK PONCE**

*Founder & CEO ICAN*



**RACHEL SANTARLAS**

*Founder & CEO Santarlas Law*



**ZARA SNAPP**

*CEO Founder Instituto RIA*



**FERNANDO BECERRIL**

*Ex-president AMPPI, A.C.*

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## NEW REALITY

DAY 1  
PANEL 3

Monday, April 12th, 1:40 to 2:45 pm

### CANNABIS, MEDICAL USE



**DR. MARIA FERNANDA ARBOLEDA**

*Medical Director at Khiron*



**JULIAN WILCHES**

*Chief Regulatory Officer at Clever Leaves*



**RODRIGO OCCELLI**

*Film Director*



**JUAN CARLOS CASTILLO**

*Managing Partner at CG&A Legal and Public Affairs*



**ISRAEL JIMENEZ**

*Commission Coordinator AMPPI, A.C.*

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## NEW REALITY

DAY 2  
PANEL 1

Tuesday, April 13th-09:00 to 10:05 am

### CHALLENGES AND TRENDS IN TERMS OF PRIVACY AND DATA PROTECTION IN TIMES OF DIGITAL TRANSFORMATION



**ROSA MARIA FRANCO**

*Partner at Axkati Legal, S.C.*



**NATALIA MARTOS**

*CEO Legal Army*



**SABINA JAUSOBEC**

*Senior Director II, Global Privacy Compliance Lead at Walmart*



**BRUNA REGO**

*Founding partner, HALLEM Advogados*



**CAROLINA PONCE**

*President of the Committee of Distinctive Signs AMPPI, A.C.*

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## NEW REALITY

DAY 2  
PANEL 2

Tuesday, April 13th-10:15 to 11:20 am

### ENTERTAINMENT INDUSTRY CHALLENGES IN THE COURSE OF COVID-19



**EDUARDO FIESCO**

*Director, Business Affairs, Sony Pictures*



**ISAAC EZBAN**

*Screenwriter and film director*



**JULIANA BENOIT**

*Legal Counsel for Mexico, Central America and Colombia, Turner Broadcasting System, INC.*



**GLORIA NIEMBRO**

*President of the Committee of Diversity and Inclusion AMPPI, A.C.*

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## NEW REALITY

DAY 2  
PANEL 3

Tuesday, April 13th-11:30 - 12:45 pm

### ELECTRONIC COMMERCE AND NEW SHOPPING HABITS



**ALEJANDRO LASTRA**

*Head Of Legal Department - CONEKTA*



**KAREN NOVOA**

*Director Legal Department - Cornershop*



**GUADALUPE YAMILA GARCÍA**

*Regional IP Counselor, Mercado Libre*



**MARIA ANTONIETA SILVA**

*Legal Director for Rappi in Mexico*

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## NEW REALITY

DAYS  
PANEL 1

Wednesday, April 14th-09:00 – 10:35 am

## PIRACY IN THE COURSE OF COVID/19



**JULIE MEJIA**

*Global Brand Protection – LA and Capability Building Director at Procter & Gamble*



**SEBASTIAN WONG**

*General Counsel 3M Central America & Caribbean*



**ESTELA DE LUCA**

*React Latinamerica*



**JUAN PABLO MALFAVON**

*Legal Director at AstraZeneca*



**ELEONORA CARRILLO**

*Managing Partner at Jacobacci*



**FERNANDA DIAZ**

*President of the Committee of Contentious Affairs AMPPI, A.C.*

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## NEW REALITY

DAY 3  
PANEL 2

Wednesday, April 14th-10:45 to 12:00 pm

### PATENTS DEVELOPMENT IN MEDICAL DEVICES, VACCINES AND MEDIA



#### JOSE GUILLERMO DOMINGUEZ CHERIT

*Leader, Pathophysiology of Metabolic and Emerging Diseases ,  
School of Medicine and Health Sciences*



#### ALFRED ZAHER

*Chair of Montgomery McCracken's Intellectual Property Department  
and Chief Diversity & Inclusion Officer*



#### GRETCHEN STROUD

*Senior Associate General counsel at Gilead Sciences, Inc*



#### CARLOS ANAYA

*President of the Committee of Patent and Vegetable Varieties  
AMPPI, A.C.*

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## NEW REALITY

DAY 3  
PANEL 3

Wednesday, April 14th-12:10 to 1:15 pm

### NEW REALITY DURING LOCKDOWN



**FERNANDA MAGALLANES**

*Author, PhD in Philosophy, and psychotherapist*



**LYSSETTE BRAVO**

*Head of External Communications and Public Affairs HSBC Mexico and Latin America*



**LUIS MONSALVO**

*Partner, Co-head at Monsalvo Duclaud*



**MARTÍN MICHAUS**

*Ex-president AMPPI, A.C.*

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## NEW REALITY

DAY 4  
PANEL 1

Thursday, April 15th – 09:00 to 10:05 am

### NEW LAW AND REFORMS IN INDUSTRIAL AND INTELLECTUAL PROPERTY DISTINCTIVE SIGNS



**MARCELA BOLLAND**

*Partner at Uhthoff, Gómez Vega & Uhthoff*



**CATALINA LOZADA**

*Trademark Associate at Arochi & Lindner*



**LILIANA CHAVEZNAVA**

*Trademark Partner at Panamericana de Patentes y Marcas*



**IRELY AQUIQUE**

*Partner at TMI Abogados*



**JUAN CARLOS HERNÁNDEZ**

*Secretary AMPPI, A.C.*

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## NEW REALITY

DAY 4  
PANEL 2

Thursday, April 15th -10:15 to 11:15 am

### NEW LAW AND REFORMS IN INDUSTRIAL AND INTELLECTUAL PROPERTY INVENTIONS



**EUGENIO PEREZ**

*Partner at Uhthoff, Gómez Vega & Uhthoff*



**OCTAVIO ESPEJO**

*Partner at Becerril, Coca & Becerril, S.C.*



**CLAUDIO ULLOA**

*Partner at Basham, Ringe y Correa*



**ELIAS RIOS**

*Partner at Vila Abogados*



**ALEJANDRO LUNA**

*International Vicepresident AMPPI, A.C.*

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## NEW REALITY

DAY 4  
PANEL 3

Thursday, April 15th 11:30 to 12:50 pm

### NEW LAW AND REFORMS IN INDUSTRIAL AND INTELLECTUAL PROPERTY COPYRIGHT



**ANA MAGAÑA**

*Country Managing Director en Motion Picture Association*



**ALFREDO TOURNE**

*Executive Director at APDIF MEXICO*



**LUIS SCHMIDT**

*Partner at Olivares*



**MANUEL GUERRA**

*Counselor at Basham, Ringe y Correa*



**KIYOSHI TSURU**

*Founding and Managing Partner at TMI Abogados*



**MAURICIO JALIFE**

*National Vicepresident AMPPI, A.C.*

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## NEW REALITY

DÍA 4

Thursday, April 15th - 12:50 a 1:10pm

### CLOSING



**JOSE JUAN MENDEZ**

*President AMPPI, A.C.*

Host



**COLLET DURST**

*Assistant Chief IP Counsel and Chief Trademark Counsel at 3M*

Key Note Speaker



**KARLA CHAVEZ**

*Head of Covid-19 Tier Review Process*

Key Note Speaker

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### FEES

AMPPI  
MEMBERS  
\$1,200.00

NON-MEMBERS  
\$1,500.00

FOREIGNERS  
75 USD

PLEASE CONDUCT YOUR PAYMENT AND INDIVIDUAL  
REGISTRATION ONLINE

<https://wahu.live/amppi/>

**Bank account:**

*Asociación Mexicana para la Protección de la Propiedad Intelectual, A.C.*

**Bank:** Santander **Account Number:** 65-50649492-8

**Bank Branch:** 0378 **CLABE Number:** 014180655064949280

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### ***Do not miss it!***

*For your prompt reference and information, please contact the Asociación Mexicana para la Protección de la Propiedad Intelectual A.C.*

*gerencia@amppi.org.mx*

### ***Please visit our website and social media:***

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### ***Please visit our microsite for the 10th International Conference:***

*<https://wahu.live/ampi/>*

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