

## **Information Session on Geographical Indications**

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**INFORMATION ON SPEAKERS**

*prepared by the Secretariat*

## NEŞE İLOĞLU



Neşe İloğlu is an Industrial Property Specialist in the Turkish Patent and Trademark Office (TÜRKPATENT). She holds a bachelor's degree in business administration and has studied in her thesis the geographical indication systems of different jurisdictions, especially the European Union (EU), France and the United States of America.

She has worked as a geographical indication and trademark examiner for 13 years and has worked in the field of geographical indications more broadly, preparing official strategy documents on geographical indications and organizing national and international events on geographical indications at TÜRKPATENT. She is also a member of the Board of Appeal of TÜRKPATENT in the field of geographical indications.

## PUTTIPAT JURUSCHAMNA



Puttipat Jiruschamna is Head of the Law Development Group in the Legal Affairs Office of the Department of Intellectual Property, Ministry of Commerce Thailand.

In this position, he is responsible for the Intellectual Property Law development for the Department of Intellectual Property. He participated in the revision of the trademark law for the accession to the Madrid Protocol, as well as the revision of the copyright law for the accession to the WIPO Copyright Treaty (WCT).

At this moment, he is preparing the revision of the Copyright Law for the accession to the WIPO Performances and Phonograms Treaty (WPPT), as well as the revision of the Geographical Indication (GI) Law of Thailand.

## PILAR MONTERO



Pilar Montero is a professor at the Commercial Law Department of the University of Alicante, Spain, and an expert in Intellectual Property and Competition Law. She is also Director of the *Magister Lvcentinvs. Master on Intellectual Property and Digital Innovation* at the University of Alicante, and Co-Director of the Alicante "International seminar on geographical indications". She is a member of the Alicante Commercial Law GIs team and organizes the University Diploma "*Plant breeding and Quality Distinctive Signs Specialist Diploma*" at the University of Alicante.

She is a member of the expert group of the Observatory on the *Online Platform Economy* of the European Commission and a member of the EUIPO Observatory *Legal Expert Group* working on Legislative Measures Related to Online Infringements, and is a Non-Governmental Advisor of the National Competition Authority. Ms. Montero is an Intellectual Property expert at the European Parliament and in several European, Spanish and international institutions.

Ms. Montero is the author of books and articles in the field of Intellectual Property, Competition Law and Digitalization. Her latest contributions in this field include the book *Denominaciones de Origen e Indicaciones Geográficas/Appellations of Origin and Geographical indications* (2016), and the articles: *Distinctive signs of quality for non-agricultural products/Signos distintivos de calidad para productos no agrícolas* (2018); *El nuevo régimen de las marcas colectivas/The new legal regime of collective trade marks* (2019); *Desafíos de la digitalización para el derecho de la competencia/Challenges of digitilization for competition law* (2019); *Plataformas digitales y competencia desleal/Digital platforms and unfair competition* (2020); *Towards a core unitary*

*legal regime for Geographical Indications in the European Union digital market (2021); L'évolution des signes distinctifs de qualité en Espagne (2022); Geographical Indications and sustainable development (2022); The regulatory challenge of a digital platform economy (2023).*

### DANIEL MOR GARCÍA



Daniel Mor García is Director of the Distinctive Signs Directorate of the Superintendence of Industry and Commerce of Colombia.

He has a law degree with a specialization in Commercial Law from the Faculty of Jurisprudence of the Universidad del Rosario, Colombia. He is also a Professional in Journalism and Public Opinion from Universidad del Rosario.

He has served as Advisor to the Industrial Property Office of the Superintendence of Industry and Commerce, as well as the coordinator of the Group of Distinctive Signs of Collective Vocation and as a lawyer of the Directorate of Distinctive Signs and of the Administrative Group of the Delegation for Industrial Property.

### MARIE BERNADETTE NGO MBAGA ÉPOUSE DJONDA



Marie Bernadette Ngo Mbaga is Senior Manager of the Trademarks and Other Distinctive Signs Department, African Intellectual Property Organization (OAPI) and geographical indications legal examiner.

Since joining OAPI in 2005 she has worked as an examiner for trademarks, industrial designs and geographical indications.

She is a member of several working groups involved in the drafting of implementing regulations (Bangui Agreement, regulations governing trademarks, industrial designs and geographical indications, and administrative instructions).

She is an active participant in a program to support the registration of new geographical indications in OAPI member States.

She is a trainer at the AfricaGI training program on geographical indications in the OAPI region.

### NANCY OMELKO



Nancy Omelko is currently Principal Counsel for International Trademark Policy in the Office of Policy and International Affairs at the United States Patent and Trademark Office (USPTO). She specializes in international and domestic trademark law, with a focus on geographical indications.

She served a two-year detail with the Office of the United States Trade Representative to the World Trademark Organization (WTO) in Geneva, Switzerland, as the Intellectual Property Attaché.

She participates in bi-lateral and multilateral discussions with countries around the world. During her tenure at the USPTO, she has held the position of Administrator for Petitions in the Trademark Commissioner's Office; Motions Attorney at the Trademark Trial and Appeal Board; and Examining Attorney, where she examined service mark applications and held the title of Certification Mark Specialist.

## HUGH O'NEILL



Hugh O'Neill is a qualified solicitor (England and Wales and Ireland) who has worked at the European Union Intellectual Property Office (EUIPO) since 2010. He is currently the Head of the Legal Practice Service in the Legal Department where he is responsible, inter alia, for the elaboration of the EUIPO's Trade mark and Design Guidelines on IP practice.

Previously, he was an IP litigator and was posted to the EUIPO office in Luxembourg as Liaison Officer where he focused on representing the EUIPO in oral hearings before the General Court. Before joining the Legal Department, he was an examiner and later a Head of Sector for decision takers in the Operations Department of the EUIPO.

Before joining the EUIPO, for over a decade he worked in the IP area first as legal counsel in a blue-chip company based in London and then as Senior Counsel in an international law firm renowned for its IP practice.

## MARTIN SENFTLEBEN



Martin Senftleben is Professor of Intellectual Property Law and Director, Institute for Information Law (IViR), University of Amsterdam. His activities focus on the reconciliation of private intellectual property rights with competing public interests of a social, cultural or economic nature. Current research topics include generative AI systems and author remuneration; open science and digital autonomy of researchers; platform and digital ecosystem regulation; copyright data improvement and content recommender systems; quality journalism and the economic viability of public interest media; behavioral advertising and consumer empowerment.

Professor Senftleben studied law at the University of Heidelberg. He worked as a researcher at IViR and the Max Planck Institute for Innovation and Competition in Munich. In 2004, he was awarded a Ph.D. by the University of Amsterdam. From 2004 to 2007, he was a legal officer in the Trademarks, Industrial Designs and Geographical Indications Law Division of the World Intellectual Property Organization (WIPO) in Geneva. From 2007 to 2020, he was Professor of Intellectual Property at the Vrije Universiteit Amsterdam. As a lawyer at Bird & Bird (2008 to 2019), he litigated copyright and trademark cases, including lawsuits about hyperlinking and website blocking.

Professor Senftleben is a member of the Benelux Council for Intellectual Property and a former member of the Copyright Advisory Committee of the Dutch State. He provided advice to WIPO in copyright, trademark and unfair competition projects. For the European Commission, he prepared a study on data access and reuse in research contexts. He is a member of the Trademark Law Institute (TLI), the European Copyright Society (ECS) and the Executive Committee of the *Association littéraire et artistique internationale* (ALAI). As a visiting professor, he was invited to the National University of Singapore, the Engelberg Center at NYU Law School, the Oxford Intellectual Property Research Centre, Tel Aviv University and the Intellectual Property Research Institute of Xiamen University. His numerous publications include *Copyright, Limitations and the Three-Step Test* (2004), *European Trade Mark Law – A Commentary* (with Annette Kur, 2017) and *The Copyright/Trademark Interface* (2020). As a guest lecturer, he provides courses at the Centre for International Intellectual Property Studies (CEIPI), Strasbourg, the Munich Intellectual Property Law Center (MIPLC) and the Jagiellonian University Krakow.

EUNMI SOHN



Eunmi Sohn is the Senior Deputy Director and Trademark Examiner at the Korean Intellectual Property Office (KIPO). She joined KIPO in 2008, initially focusing on design examination and policy-making before moving on to international cooperation initiatives such as ID5 cooperation and the management of the Hague System for the International Registration of Designs.

She has played a key role in the examination and enforcement of intellectual property rights, with a particular focus on trademarks. She is currently a designated examiner for geographical indications at KIPO.

KAMOLA TUKHTAEVA



Kamola Tukhtaeva is Chief Trademark Examiner, Head of the International Trademarks Examination Group, Trademarks Department of the Center for Intellectual Property State Institution under the Ministry of Justice of the Republic of Uzbekistan.

Since 2006, she has worked in various positions at the national IP Office of Uzbekistan and participated in drafting national legislation in the areas of trademarks, geographical indications and appellations of origin.

She is currently Head of the International Trademarks Examination Group, which is responsible for the substantive examination of the trademark applications filed in Uzbekistan under the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks.

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