



## INVITATION TO A WEBINAR

*organized by FICPI Sweden in collaboration with  
the Arbitration Institute of the Stockholm Chamber of Commerce  
on Thursday, 6 October 2022  
09:00 to 11:30 CET*

Not able to attend? Don't worry, the webinar will be recorded.

### ***Mediation as an Alternative Dispute Resolution***

Can IP disputes be resolved easily, quickly and cost efficiently through mediation? Or does mediation act as a brake pad on "real" proceedings? In this seminar, the SCC and WIPO will present their respective mediation (and similar) proceedings, followed by speakers who will share their experiences as mediator and as counsel in mediation proceedings. You will learn how mediation works, how frequently it is used and get advice on best practices. We will also discuss what types of disputes and parties are best suited for mediation – and why mediation is more common in some jurisdictions than others. The seminar is aimed at legal counsels and at patent consultants who may consider advising their clients mediation as a first step.

For Swedish patent attorneys, please note that the seminar will be submitted for approval to *Patentombudsnämnden* for your convenience when reporting continued legal education (PVU).

## PROGRAM

### 6 October 2022

# *Mediation as an Alternative Dispute Resolution*

<b>09:00 – 09:10</b>	<b>WELCOME ADDRESS and INTRODUCTION TO TOPIC</b> <b>Petter Rindforth</b> , Board Member FICPI Sweden, LL M, European Trademark & Design Attorney, Partner, Fenix Legal KB <b>Anita Gillior</b> , Board Member FICPI Sweden, LL M, Lawyer, Chouette advokatbyrå
<b>09:10 – 09:45</b>	<b>SCC'S EXPERIENCE</b> <b>Natalia Petrik</b> , Stockholm Chamber of Commerce
<b>09:45 – 10:00</b>	<b>THE PRIVATE PRACTITIONERS' EXPERIENCE</b> <b>Matti Nousiainen</b> , Head of Dispute Resolution, Berggren, Finland
<b>10:00 – 10:15</b>	<b>Cristina Bianchi</b> , Trademark Attorney, Jaumann, Italy
<b>10:15 – 10:30</b>	<b>BREAK</b>
<b>10:30 – 11.05</b>	<b>THE WIPO ARBITRATION AND MEDIATION CENTER'S EXPERIENCE</b> <b>Justine Ferland</b> , WIPO Arbitration and Mediation Center
<b>11.05 – 11:30</b>	<b>PANEL DISCUSSION</b> Moderator: Anita Gillior

## Speakers



**Petter Rindforth**, LL M, European Trademark & Design Attorney, trained Mediator (member of the INTA International Panel of Neutrals), and founding partner of Fenix Legal KB. Petter is an expert in trade mark issues on the Internet, member of the Alternative Dispute Resolution (ADR) Committee of INTA, as well as Special Reporter (ICANN) of FICPI, representing FICPI in the Intellectual Property Constituency (IPC) of ICANN. Petter has also experience of patent and design disputes in administrative and civil courts. Petter is a Board Member of FICPI Sweden, and President of the Association of Swedish Patent Attorneys (SPOF), since 2019.



**Anita Gillior**, LL M, Lawyer at Chouette advokatbyrå, is specialized in dispute resolution, intellectual property law and research cooperation agreements. She has extensive experience on advising clients on IP strategies and agreements and of enforcing IP rights, especially trademarks, patents and trade secrets. Anita also has in depth knowledge about the legal framework that regulates agreements between companies, universities and inventors on research cooperations and research financing, including ownership and confidentiality issues. Anita is a Board Member of FICPI Sweden.



**Natalia Petrik**, LL M, is Deputy Secretary General and Head of Business Relations at SCC. She also has prior experience from major Swedish law firms, comprising both contract negotiation and legal representation in arbitration. She has a double degree, including Master in Swedish and Russian law. Master degree summa cum laude in linguistics.

Natalie is a specialist in ADR, arbitration and contract law.



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**Matti Nousiainen, LL M**, Partner and Head of Berggren’s Dispute Resolution practice. He is a professional focused on dispute resolution, whose long legal career includes assisting clients in resolving conflict situations caused by a wide range of legal disagreements.

Matti has special expertise in procedural law as well as processing complex dispute situations with the best possible outcome for the client. Matti has wide experience in intellectual property assignments, commercial agreements, public procurement, and different kind of malpractice within the economic life including the questions related to liability of the management.



**Cristina Bianchi, LL M**, Italian and European Trademark Attorney, civil and business mediator at Jaumann. She is a Mediator at the Milan Chamber of Arbitration since 2016 and a member of the INTA Panel of Trademark Mediators. Cristina also provides trademark and design assistance and advice to national and international clients. Her main areas of expertise are trademarks, designs/models, domain names and unfair competition. Within these areas, she prepares expert opinions, carries out prior art searches, handles national and international trademark and design filing and prosecution, prepares agreements, manages disputes including opposition and invalidity actions and re-assignment of domain names.



**Justine Ferland, LL M**, is a Canadian lawyer and legal case manager in the IP Disputes Section at the WIPO Arbitration and Mediation Center. She administers domestic and international commercial arbitrations and mediations related to IP and technology disputes and collaborates with IP offices and associations worldwide to promote IP ADR.

Before joining WIPO in 2021, Justine practiced as a civil and commercial litigation attorney in Canada and as a researcher in art and cultural heritage law and intellectual property law at the University of Geneva.



## General Information

### Date of seminar

Thursday 6 October 2022, 9.00 – 11:30 CET, Central European Time on Zoom. Not able to attend at that time? Don't worry, the webinar will be recorded and by registering, you can get access to the recording.

### Registration

Please register at this [link](#) no later than **September 30**.

[https://us06web.zoom.us/webinar/register/WN\\_dhp--WqRSUWslTpCBM6lbg](https://us06web.zoom.us/webinar/register/WN_dhp--WqRSUWslTpCBM6lbg)

### Price:

**Webinar attendance:** 400 SEK (300 SEK for FICPI members)

The registration fee will be invoiced, your payment is expected within 10 days.

### FICPI Sweden

FICPI Sweden is the Swedish part of FICPI which is an international organization, with members from more than 80 countries. FICPI works for patent and trademark attorneys in the free profession, with issues relating to their daily work as well as IP law issues on a global scale. The membership in FICPI Sweden, which is prerequisite for membership in FICPI International, provides a global network of IP professionals, and a possibility to understand and participate in the development of IP law throughout the world.

FICPI Sweden runs regular seminars focusing on current issues and trends in IP being of interest to IP practitioners. The seminars are open for all, but FICPI members enjoy a reduced registration fee. If you are interested in membership send an email to [info@ficpiseden.se](mailto:info@ficpiseden.se) for more information.

### Membership in FICPI Sweden

Anyone who applies for membership in FICPI Sweden (contact [info@ficpiseden.se](mailto:info@ficpiseden.se)) will enjoy a reduced membership fee for two years and will enjoy the lower registration fee for this seminar. Please note that only IP professionals in private practice are eligible for FICPI membership.

### CLE Credits

FICPI Sweden submits all its seminars to Swedish *Patentombudsnämnden* for your convenience when you report the seminar as part of your Continued Legal Education (CLE, *Sw. Professionell Vidareutbildning, PVU*) in Sweden. Further, you will receive a certificate of attendance from FICPI Sweden which you may use to prove your participation in the seminar, if needed.