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4-12-2021

Trademark Issues in the Cannabis Industry under U.S. Law (Cannabis, Recreational Use)

Christine Farley

Erik Ponce

Rachel Santarlas

Zara Snapp

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10TH INTERNATIONAL CONFERENCE

April
12th - 15th



For further information:
gerencia@amppi.org.mx

10TH 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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10TH INTERNATIONAL CONFERENCE

NEW REALITY

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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10TH

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

10TH 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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10TH INTERNATIONAL CONFERENCE

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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10TH INTERNATIONAL CONFERENCE

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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10TH INTERNATIONAL CONFERENCE

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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10TH INTERNATIONAL CONFERENCE

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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10TH INTERNATIONAL CONFERENCE

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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10TH INTERNATIONAL CONFERENCE

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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10TH INTERNATIONAL CONFERENCE

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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10TH INTERNATIONAL CONFERENCE

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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10TH INTERNATIONAL CONFERENCE

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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10TH INTERNATIONAL CONFERENCE

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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10TH INTERNATIONAL CONFERENCE

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

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REGISTRATION ONLINE

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

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

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

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10TH INTERNATIONAL CONFERENCE

NEW REALITY








Do not miss it!

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

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Please visit our website and social media:

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Please visit our microsite for the 10th International Conference:

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