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
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.
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 INTELECTUAL PROPERTY
- CLOSURE

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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!
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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DAY 1 PANEL 2

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

GERNANDO BECERRIL
Ex-president AMPPI, A.C.

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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 OCCCELLI
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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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 Committe of Distinctive Signs AMPPI, A.C.

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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 Committe of Diversity and Inclusion AMPPI, A.C.

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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

MARÍA ANTONIETA SILVA
Legal Director for Rappi in Mexico

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D3 PANEL 1

**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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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 INTELECTUAL 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 INTELECTUAL 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, Motion Picture Association

Alfredo Tourne
Executive Director, APDIF Mexico

Luis Schmidt
Partner, Olivares

Manuel Guerra
Counselor, Basham, Ringe y Correa

Kiyoshi Tsuru
Founding and Managing Partner, TMI Abogados

Mauricio Jalife
National Vice President, 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

Please conduct your payment and individual 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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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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LinkedIn: AMPPI A.C.  
Website: www.amppi.org.mx

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