

PANELISTAS

Nathan Wajsman



Born in Wrocław, Poland and a dual Polish/Danish national, Nathan Wajsman was educated at the University of Aarhus in Denmark and later undertook graduate studies in the USA, earning a PhD in Economics from the University of Florida and an MBA from Temple University in Philadelphia. Dr. Wajsman was named Chief Economist of the EUIPO in May 2011, and additionally Director of the newly created Corporate Strategy and Foresight Department in July 2024. He has been with the agency since 2007. Prior to joining the EUIPO, Dr. Wajsman spent 20 years working in the private sector. A stint as a forecasting analyst at an electric utility in Florida was followed by a career in telecommunications and finance industries in the USA and several European countries, including positions with AT&T in the USA and Belgium, Swiss Reinsurance Company in Zurich, and Claranet Benelux, a managed hosting and internet service provider in the Netherlands.

Pilar Montero



Pilar Montero García-Noblejas es Profesora Titular de Derecho Mercantil de la Universidad de Alicante, experta en Propiedad Intelectual, Doctora en Derecho Mercantil por la Universidad Complutense de Madrid. Es Directora del Magister Lvcentinvs, Master en Propiedad Intelectual e Innovación Digital de la Universidad de Alicante, Catalogado como Primer Master Especializado de España que este año empieza edición número 31. Es experta en propiedad intelectual, en especial en denominaciones de origen, en marcas colectivas, marcas de garantía o certificación, y protección del patrimonio cultural.

Guilherme Cavallini Duarte



Designer de Produto e Estrategista Criativo, formado pelo Instituto Mauá de Tecnologia, com ampla experiência em projetos de inovação e design industrial, abrangendo setores como cosméticos, embalagens e indústria da transformação. Atualmente, atua no Senai São Paulo, facilitando a inovação e desenvolvendo processos inovadores para a Gerência de Inovação e Tecnologia. Ao longo de sua trajetória, tem integrado práticas sustentáveis, aplicando os princípios do Design Circular nos projetos que lidera, com foco em aliar inovação, impacto nos processos industriais e responsabilidade ambiental.

Päivi Tahkokallio



Päivi Tahkokallio is Founder and CEO of Tahkokallio Design+, a strategic design agency from Lapland, Finland. With her track record on strategic and inclusive design she has often been called the mother of Arctic Design, a design approach to support sustainable development of the Arctic. Päivi was President of BEDA, The Bureau of European Design Associations with 48 designer and design promotion organizations in 26 European countries from 2019 to 2021. As President Päivi led BEDA's work to develop design policy in Europe. BEDA became the first partner of the New European Bauhaus initiative. Päivi is Advisor to the Board of Ornamo Art and Design Finland, and a Fellow of the Royal Society of Arts, Manufacture and Commerce (FRSA, London, UK).

Monika Tomczyńska



Monika Tomczyńska has been working at the European Union Intellectual Property Office since 2011. She is the leader of a multidisciplinary team in the Operations Department. In addition, she handles applications for individual, collective and certification EU trade marks and applications for Registered Community Designs. She is particularly interested in the topic of sustainability in relation to the intellectual property rights.

Patricia Barbosa



Pós doutora em Propriedade Intelectual, Inovação e Desenvolvimento pela Academia de Propriedade Intelectual, Inovação e Desenvolvimento do Instituto Nacional de Propriedade Industrial (INPI) onde atua como Professora colaboradora e ministra a disciplina Indicações geográficas e outros sinais de uso coletivo. Integrante da Divisão de exame de Marcas Coletivas, Marcas de Certificação e Indicações Geográficas da Diretoria de Marcas, Desenhos Industriais e Indicações Geográficas do INPI, além de Expert Senior da WIPO.

Hugh O'Neill



Hugh is a qualified solicitor (England & Wales and Ireland) who has worked at the EUIPO since 2010. He is currently the Head of Legal Practice for Trade Marks and Designs in the Legal Affairs Department where he is responsible, inter alia, for the elaboration of the EUIPO's [Trade mark and Design Guidelines](#). Previously, Hugh was an IP litigator and was posted to the EUIPO office in Luxembourg as Liaison Officer where he represented the EUIPO in oral hearings before the General Court. Before that, he was an examiner and later a Head of Sector for decision takers in the Business Operations Department of the EUIPO. Before joining the EUIPO, for over a decade Hugh 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.

Marko Vrtovec



Marko, MSci. Psych., B.Eng, is the Founder and CEO of Remigo Electric Outboards is an enthusiastic sailor for decades. Industrial psychologist and electrical engineer with a career in newspapers and digital media - managing marketing and sales teams. Founding partner in two media startups. Leadership coach. In Remigo he combines all of his skills; especially psychology and seamanship - in designing the unique RemigoOne user experience.

Ajda Bertok



Ajda, B.I.D., is an Industrial designer, Head of Design and a Co-founder of Remigo Electric Outboards. Main playground for work and research since 2019 extends in the fields of product, UX/UI, graphic and packaging design for Remigo. Her favorite aspect of design is addressing the material requirements of a product, where she aims for resourceful use and searching for sustainable alternatives. Keen interest in regenerative design.

Felipe Coutinho de Castro



Servidor do INPI desde 2006, iniciei minha trajetória no serviço de atendimento aos usuários da Diretoria de Marcas. Membro do Grupo de Trabalho para adesão do Brasil ao Protocolo de Madrid desde 2017, hoje ocupo a chefia da divisão de exame técnico XII. Esta divisão é responsável por exercer as funções de escritório designado (fazendo a análise das designações recebidas) e escritório de origem (certificando os pedidos internacionais originados no Brasil).