SUMMER SCHOOL

WIPO-University of Geneva Summer School on Intellectual Property

organized by
the World Intellectual Property Organization (WIPO)

and
the University of Geneva (UNIGE)

Geneva, June 24 to July 5, 2013

prepared by the International Bureau of WIPO
Monday, June 24, 2013

9.00 – 9.30  Registration and administrative matters
9.30 – 10.00  Introduction of participants
10.00 – 10.15  Welcome addresses by:

Mr. Geoffrey Onyeama, Deputy Director General, World Intellectual Property Organization (WIPO), Geneva

Mrs. Margareta Baddeley, Vice-Rector, University of Geneva (UNIGE), Geneva

10.15 – 10.45  Coffee Break

10.45 – 11.15  Topic 1:  Presentation of the University of Geneva

Lecturers:  Mrs. Christine Chappuis, Professor and Dean, Law School, UNIGE

Mr. Olivier Vincent, Deputy Director, International Relations Division, UNIGE

11.15 – 11.30  Discussion

11.30 – 12.00  Topic 2:  Introduction to WIPO and New Developments

Lecturer:  Mrs. Karen Lee Rata, Head, Academic Institutions, WIPO Academy

12.00 – 12.30  Discussion

12.30 – 14.00  Lunch Break

14.00 – 16.30  Study Visit to the United Nations Office, Geneva

Tuesday, June 25, 2013

SECTION I  PATENTS AND INNOVATION

9.00 – 10.00  Topic 3:  International Patent Landscape

Lecturer:  Mr. Philippe Baechtold, Director, Patent Law Division, WIPO

10.00 – 10.30  Discussion

10.30 – 11.00  Coffee Break
11.00 – 12.00  Topic 4:  Exceptions, Limitations and Flexibilities

   Lecturer:  Ms. Aida Dolotbaeva, Legal Officer, Patent Law Section, Patent Law Division, WIPO

12.00 – 12.30  Discussion

12.30 – 14.00  Lunch Break

14.00 – 15.00  Topic 5:  Patent Information and its Usefulness:  A Practical Approach

   Lecturer:  Mr. Andrew Czajkowski, Head, Innovation and Technology Support Section, Access to Information and Knowledge Division, WIPO

15.00 – 15.30  Discussion

15.30 – 16.00  Coffee Break

16.00 – 17.30  Topic 6:  Patents and Nanotechnology:  Case Study

   Moderator:  Mr. Thomas Henninger, Associate Legal Officer, Patent Law Section, Patent Law Division, WIPO

Wednesday, June 26, 2013

SECTION II  COPYRIGHT AND RELATED RIGHTS

9.00 – 10.00  Topic 7:  International Legal Framework and Treaties

   Lecturer:  Mr. David Uwemedimo, Director, Copyright Infrastructure Division, WIPO

10.00 – 10.30  Discussion

10.30 – 11.00  Coffee Break

11.00 – 12.00  Topic 8:  Emerging Copyright Issues in the Digital Environment

   Lecturer:  Mr. David Uwemedimo

12.00 – 12.30  Discussion

12.30 – 14.00  Lunch Break

14.00 – 14.45  Topic 9:  Copyright in the Art World

   Lecturer:  Mr. Yaniv Benhamou, PhD in Intellectual Property Law, Lecturer, Faculty of Applied Science, UNIGE

14.45 – 15.00  Discussion

15.00 – 15.15  Coffee Break
15.15 – 16.00  Topic 10:  Creative Industries and Economic Development  
Lecturer: Mr. Dimiter Gantchev, Deputy Director, Copyright Infrastructure Division

16.00 – 17.30  Topic 11:  Emerging Issues in the Area of Collective Management  
Moderator: Mr. Manisekaran Amasi, Senior Program Officer Copyright Infrastructure Division, WIPO

Thursday, June 27, 2013

SECTION III  BRANDS

9.00 – 10.00  Topic 12:  International Trademark Landscape  
Lecturer: Mrs. Martha Parra Friedli, Head, Trademark Law Section, Law and Legislative Advice Division, WIPO

10.00 – 10.30  Discussion

10.30 – 11.00  Coffee Break

11.00 – 12.00  Topic 13:  Internet Domain Names and the Uniform Domain Name Dispute Resolution Policy (UDRP)  
Lecturer: Ms. Charlotte Spencer, Internet Dispute Resolution Section, WIPO Arbitration and Mediation Center, WIPO

12.00 – 12.30  Discussion

12.30 – 14.30  Lunch Break

14.30 – 15.30  Topic 14:  Infringement and Abuses of Marks on the Internet: Case Study  
Lecturer: Mr. Sevan Antreasyan, Former Research Assistant/Doctoral Student, UNIGE

15.30 – 16.00  Coffee Break

16.00 – 16.45  Topic 15:  Protection of Country Names  
Lecturer: Mr. Tobias Bednarz, Associate Legal Officer, Trademark Law Section, Law and Legislative Advice Division, WIPO

16.45 – 17.00  Discussion
SECTION IV  OTHER INTELLECTUAL PROPERTY RIGHTS (IPRs)

9.00 – 10.00  Topic 16:  Trade Secrets: Issues and Best Practices

Lecturer:  Mr. Diego Vergani, Intellectual Property Manager, DuPont De Nemours International Sàrl

10.00 – 10.30  Discussion

10.30 – 11.00  Coffee Break

11.00 – 12.00  Topic 17:  Design Protection and its Interface with Other Intellectual Property Areas

Lecturers:  Ms. Marina Foschi, Legal Officer, Design and Geographical Indication Law Section, Law and Legislative Advice Division, WIPO

Ms. Nathalie Frigant, Assistant Legal Officer, Design and Geographical Indication Law Section, Law and Legislative Advice Division, WIPO

12.00 – 12.30  Discussion

12.30 – 14.00  Lunch Break

14.00 – 15.30  Topic 18:  Geographical Indications and other Distinctive Signs for Origin-based Products: Case Study

Moderator:  Ms. Francesca Toso, Senior Advisor, Special Projects Division, WIPO

15.30 – 16.00  Coffee Break

16.00 – 17.00  Topic 19:  The Protection of Plant Varieties and the International Union for the Protection of New Varieties of Plants (UPOV)

Lecturer:  Ms. Yolanda Huerta-Casado, Legal Counsel, UPOV

17.00 – 17.30  Discussion

17.30  Reception offered by WIPO
Monday, July 1, 2013

SECTION V  IP AS A BUSINESS ASSET

9.00 – 10.00  Topic 20: University Transfer of Technology and Licensing
Lecturer: Mr. Laurent Miéville, Director, Technology Transfer Office, UNIGE

10.00 – 10.30  Coffee Break

10.30 – 11.30  Topic 21: IP Valuation and Management
Lecturer: Mr. Roland Tschudin, Senior Intellectual Property Training Officer, Swiss Federal Institute of Intellectual Property, Bern

Lecturer: Mr. Manisekaran Amasi

12.30 – 14.00  Lunch Break

14.00 – 15.00  Topic 23: IP Asset Mapping, Monetisation and Valuation
Lecturer: Mr. Stephen Robertson, Founder and Chief Executive Officer, Metis Partners Ltd, Glasgow, United Kingdom

Tuesday, July 2, 2013

SECTION VI  CONTEMPORARY GLOBAL IP CHALLENGES

9.00 – 10.00  Topic 25: IP, Green Technology and Climate Change: Issues and Challenges
Lecturer: Ms. Yesim Baykal, Senior Program Officer, Climate Change and Food Security, Global Challenges Division, WIPO

10.00 – 10.30  Discussion

10.30 – 11.00  Coffee Break
11.00 – 12.00  Topic 26:  IP and Public Health: Issues and Challenges  
   Moved to the afternoon of Wednesday 03, July  

12.00 – 14.00  Lunch Break  

14.00 – 15.00  Topic 27:  Alternative Dispute Resolution in IP Disputes  
   Lecturer:  Ms. Heike Wollgast, Senior Legal Officer, Intellectual Property Disputes Management Section, WIPO Arbitration and Mediation Center  

15.00 – 15.30  Coffee Break  

   Lecturer:  Mr. Ali Jazairy, Special Projects Advisor, Innovation Division, WIPO  

18.00  Reception offered by UNIGE  

Wednesday, July 3, 2013  

9.00 – 10.15  Topic 29:  Intellectual Property and Competition Policy  
   Lecturer:  Mr. Adrien Alberini, PhD in Law, Attorney-at-Law, Lecturer, School of Law, UNIGE  

10.15 – 10.45  Coffee Break  

10.45 – 12.00  Topic 30:  Intellectual Property and Biodiversity: International Landscape and Current Issues  
   Lecturer:  Mr. Oluwatobiloba Moody, Assistant Legal Officer, Traditional Knowledge Division, WIPO  

12.00 – 14.00  Lunch Break  

14:00 – 15:00  Topic 31:  Intellectual Property and Biotechnology  
   Lecturer:  Mr. Pierre Heuzé, Assistant in Intellectual Property Law, UNIGE  

15:00-16:00  Topic 26 (bis):  IP and Public Health: Issues and Challenges  
   Lecturer:  Hans Georg Bartels, Head, Life Sciences and Public Policy Section, Global IP Issues Division, WIPO, Geneva  

16.00 – 17.30  Meeting with Experts / Individual research (Library)
Thursday, July 4, 2013

SECTION VII  IP ENFORCEMENT

9.00 – 10.30  Topic 32: Enforcement of Intellectual Property Rights
Lecturer: Mr. Yaniv Benhamou

10.30 – 11.00  Coffee Break

11.00 – 12.30  Topic 33: Intellectual Property and Traditional Knowledge/Traditional Cultural Expressions: Towards a Suitable Protection System
Lecturer: Ms. Fei Jiao, Assistant Legal Officer, Traditional Knowledge Division, WIPO

12.30 – 14.00  Lunch Break

SECTION VIII  GROUP DISCUSSIONS

14.00 – 17.00  Group I: Intellectual Property, Entrepreneurship and Small and Medium-Sized Enterprises (SMEs): Best Practices
Coordinator: Mr. Pierre Heuzé

Group II: Copyright in the Digital Age
Coordinator: Mr. Paolo Lanteri

Group III: Patent Valuation
Coordinator: Mr. Ali Jazairy

Group IV: Internet and Trademarks
Coordinator: Mr. Sevan Antreasyan

17.00 – 18.00  Preparation of the Report by Each Group

Friday, July 5, 2013

9.30 – 10.30  Plenary Session – Presentation of Group Reports

10.30 – 11.00  Coffee Break

11.00 – 12.00  Plenary Session – Presentation of Group Reports

12.00 – 12.30  Evaluation and Closing

[End of document]