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 22 to July 3, 2015

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
**Venue for 1st Week:** WIPO Headquarters Room B

**Monday, June 22, 2015**

9.00 – 9.30   Registration and administrative matters

9.30 – 10.00   Introduction of participants

10.00 – 10.15   Welcome addresses:

   Mr. Sherif Saadallah, Executive Director, WIPO Academy

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

10.15 – 10.30   Group Photo

10.15 – 10.45   Coffee Break

10.45 – 11.30   Topic 1: **Presentation of the University of Geneva**

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

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

11.30 – 12.00   Topic 2: **Introduction to WIPO**

   Lecturer: Mr. Marcelo Di Pietro, Director of Operations, WIPO Academy

12.00 – 12.15   Discussion

12.15 – 13.45   Lunch Break

13.45 – 14.45   Topic 3: **Overview of Intellectual Property (IP) and Current and Emerging Issues**

   Lecturer: Mr. William Fisher III, Professor, Intellectual Property Law, Harvard Law School, Boston, United States of America

14.45 – 15.00   Discussion

15.30 – 17.00   Visit of the UN Headquarters

18.00   Reception offered by WIPO
Tuesday, June 23, 2015

SECTION I  PATENTS AND INNOVATION

8.45   Election of Representatives

9.00 – 10.00  Topic 4:  International Patent Landscape
Lecturer: Mr. William Fisher III

10.00 – 10.15  Discussion

10.15 – 10.30  Coffee Break

10.30 – 11.15  Topic 5:  Usefulness of Patent Information: A Strategic Approach
Lecturer: Mr. Andrew Czajkowski, Head, Innovation and Technology Support Section, Access to Information and Knowledge Division, Global Infrastructure Sector, WIPO

11.15 – 11.30  Discussion

11.30 – 12.15  Topic 6:  Patents and New Technologies: Nanotechnology Case Study
Lecturer: Mr. Christian Kallinger, Examiner Directorate 1558, European Patent Office, Munich, Germany

12.15 – 12.30  Discussion

12.30 – 14.00  Lunch Break

14.00 – 14.45  Topic 7:  The Patent Cooperation Treaty (PCT) and its Advantages
Lecturer: Mr. Matt Bryan, Director, Patent Cooperation Treaty (PCT) Legal Division, Patents and Technology Sector, WIPO

14.45 – 15.15  Discussion

15.15 – 15.30  Coffee Break

15.30 – 16.15  Topic 8:  Patents and Innovation
Lecturer: Mr. David Mazur, Section Leader, Intellectual Property Dissemination / Patent Portfolio Manager, Knowledge Transfer, European Organization for Nuclear Research (CERN), Geneva, Switzerland

16.15 – 16.30  Discussion
Wednesday, June 24, 2015

Venue (A.M. Joint Session): WIPO Headquarters Conference Room A

SECTION II COPYRIGHT AND RELATED RIGHTS

9.00 – 10.00 Topic 9: IP and the Future of Entertainment
   Lecturer: Mr. William Fisher III

10.00 – 10.15 Discussion

10.15 – 10.45 Coffee Break

10.45 – 11.45 Topic 10: Sale and Licensing of Content Online
   Lecturer: Mr. Chris Bavitz, Managing Director, Cyberlaw Clinic, Berkman Center for Internet and Society, Clinical Professor, Harvard Law School, Boston, United States of America

11.45 – 12.00 Discussion

12.00 – 13.30 Lunch Break

Venue (P.M.): WIPO Headquarters Room B

13.30 – 14.30 Topic 11: Emerging Issues in Copyright: Case Study
   Lecturer: Mr. Sevan Antreasyan, Former Research Assistant, Faculty of Law, UNIGE

14.30 – 14.45 Discussion

14.45 – 15.15 Coffee Break

15.15 – 16.00 Topic 12: Update on Copyright Activities at WIPO
   Lecturer: Ms. Michele Woods, Director, Copyright Law Division, Culture and Creative Industries Sector WIPO

16.00 – 16.30 Discussion
Thursday, June 25, 2015

Venue (A.M.): WIPO Headquarters Room B

SECTION III BRANDS


   Lecturer: Ms. Noëlle Moutout, Associate Legal Officer, Trademark Law Section, Law and Legislative Advice Division, Brands and Designs Sector, WIPO

9.45 – 10.15 Discussion

10.15 – 10.45 Coffee Break

10.45 – 11.30 Topic 14: **Strategic Use of the International Trademark Registration System**

   Lecturer: Mr. David Muls, Senior Director, Madrid Registry, Brands and Designs Sector, WIPO

11.30 – 12.00 Discussion

12.00 – 14.00 Lunch Break

Venue (P.M. Joint Session): University of Geneva, Uni Mail (room MS160)

14.00 – 15.15 Topic 15: **Managing legal risks of online business activities: perspectives of Internet Companies**

   Lecturer: Dr. Georg Nolte, Legal Counsel, Google Germany GmbH

   Ms. Anna Zeiter, Head of Data Protection, EU Marketplaces, eBay International AG

15.15 – 15.45 Coffee Break

15.45 – 17.15 Topic 16: **Managing legal risks of online business activities: perspectives of Internet Companies (II)**

   Lecturer: Dr. Georg Nolte, Legal Counsel, Google Germany GmbH

   Ms. Anna Zeiter, Head of Data Protection, EU Marketplaces, eBay International AG
SECTION IV OTHER AREAS OF INTELLECTUAL PROPERTY

9.00 – 10.00 Topic 17: Trade Secrets: Issues and Best Practices
Lecturer: Mr. Diego Vergani, Intellectual Property Manager, DuPont De Nemours International Sàrl, Geneva

10.00 – 10.15 Discussion
10.15 – 10.30 Coffee Break
10.30 – 11.15 Topic 18: Design Protection and its Interface with Other IP Areas
Lecturer: Ms. Marina Foschi, Legal Officer, Design and Geographical Indication Law Section, Law and Legislative Advice Division, Brand and Designs Sector, WIPO

11.15 – 11.30 Discussion
11.30 – 12.15 Topic 19: IP Management in a Food and Beverage Company
Lecturer: Dr. Cornelis Schüller, Head of Patents, Nestec Ltd., Vevey

12.15 – 12.30 Discussion
12.30 – 14.00 Lunch Break
14.00 – 15.00 Topic 20: Intellectual Property Options for Protecting and Branding Origin-based products: A project Approach
Lecturers: Ms. Francesca Toso, Senior Advisor, Special Projects Division, Development Sector, WIPO
Mr. Guriqbal Singh Jaiya, Director-Advisor, WIPO Academy

15.00 – 15.15 Discussion
15.15 – 15.45 Coffee Break
Lecturers: Ms. Yolanda Huerta-Casado, Legal Counsel, UPOV
16.45 – 17.00 Discussion

Venue for 2nd Week: University of Geneva, Uni Mail (room MR160)

Monday, June 29, 2015

SECTION V IP AS A BUSINESS ASSET

9.00 – 9.45 Topic 22: Licensing and other Forms of Technology Transfer
  Lecturer: Mr. Theo Stamatiadis, Legal Advisor, Alstom Power, Zurich

9.45 – 10.00 Discussion

10.00 – 10.30 Coffee Break

10.30 – 11.30 Topic 23: IP Management in a Fashion Company
  Lecturer: Mr. Christian Vicquéry, Sporloisirs SA & Lacoste Alligator SA, Geneva

11.30 – 12.00 Discussion

12.00 – 13.30 Lunch Break

  Lecturer: Mr. Theo Stamatiadis

14.15 – 14.30 Discussion

14.30 – 15.00 Coffee Break

15.00 – 17.00 Topic 25: IP Licensing Exercise
  Moderator: Mr. Theo Stamatiadis
Tuesday, June 30, 2015

SECTION VI  IP AND COMPETITION

9.00 – 10.00  Topic 26:  **IP and Antitrust Policy**

Lecturer:  Mr. Adrien Alberini, PhD in Law, Attorney-at-Law, Lecturer, Faculty of Law, UNIGE

10.00 – 10.30  Discussion

10.30 – 11.00  Coffee Break

11.00 – 12.00  Topic 27:  **IP and Unfair Competition Policy**

Lecturer:  Mr. Nuno Pires de Carvalho, Director, Intellectual Property and Competition Policy Division, Global Issues Sector, WIPO

12.00 – 12.30  Discussion

12.30 – 14.00  Lunch Break

SECTION VII  GROUP PROJECTS

14.00 – 16.00  Group I:  **University Technology Transfer**

Coordinator:  Mr. Laurent Mieville, Head of the Technology Transfer Office UNITEC, UNIGE

Group II:  **Emerging Issues in Copyright**

Coordinator:  Mr. Sevan Antreasyan (UNIGE)

Group III:  **Management of Trade Secrets**

Coordinator:  Mr. Guriqbal Singh Jaiya

Group IV:  **IP and Franchising**

Coordinator:  Mr. Tomasz Liharewski, Program Officer, SMEs and Entrepreneurship Support Division, WIPO

Group V:  **The Role of IP in Promoting Tourism**

Coordinator:  Ms. Francesca Toso

16.00 – 17.00  Preparation of the Group Reports

18.00  Reception offered by UNIGE
Wednesday, July 1, 2015

Section VIII  CONTEMPORARY GLOBAL IP CHALLENGES

9.00 – 10.00  Topic 28:  **IP and Public Health: Issues and Challenges**
Lecturer: Mr. Hans Georg Bartels, Senior Program Officer, Global Challenges Division, Global Issues Sector, WIPO

10.00 – 10.15  Discussion
10.15 – 10.30  Coffee Break

10.30 – 11.30  Topic 29:  **IP and Biotechnology**
Lecturer: Mr. Pierre Heuzé, Assistant in Intellectual Property Law, Faculty of Law, UNIGE

11.30 – 12.00  Discussion
12.00 – 13.30  Lunch Break

13.30 – 14.15  Topic 30:  **Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions – Towards a Suitable Protection System**
Lecturer: Ms. Fei Jiao, Associate Program Officer, Traditional Knowledge Division, Global Issues Sector, WIPO

14.15 – 14.30  Discussion
14.30 – 14.45  Coffee Break

Lecturer: Mr. Julio Raffo, Senior Economic Officer, Economics and Statistics Division, WIPO

15.30 – 15.45  Discussion
Thursday, July 2, 2015

SECTION IX IP ENFORCEMENT

9.00 – 9.45 Topic 32: Enforcement of IPRs
   Lecturer: Ms. Eun-Joo Min, Senior Legal Counsellor, Policy and Cooperation, Building Respect for Intellectual Property Division, Global Issues Sector, WIPO

9.45 – 10.00 Discussion

10.00 – 10.30 Coffee Break

10.30 – 11.30 Topic 33: Alternative Dispute Resolution in IP Disputes and Uniform Domain Name Dispute Resolution Policy (UDRP)
   Lecturers: Ms. Heike Wollgast, Senior Legal Officer, IP Disputes Management Section, WIPO Arbitration and Mediation Center
              Mr. Brian Beckham, Head, Internet Dispute Resolution Section, WIPO Arbitration and Mediation Center

11.30 – 12.00 Discussion

12.00 – 14.00 Lunch Break – Visit of the Technology Transfer Office (TTO) of the University of Geneva (UNITEC)

14.00 – 14.45 Topic 34: Multi-territorial IP Dispute Settlement: WTO Cases
   Lecturer: Mr. Hannu Wager, Counsellor, Intellectual Property Division, World Trade Organization (WTO)

14.45 – 15.00 Discussion

15.00 – 15.30 Coffee Break

15.30 – 16.30 Topic 35: Protecting IP Globally: Perspective of an International Luxury Group
   Lecturer: Ms. Olivia Dhordain, Deputy Chief IP Counsel, Richemont Group

16.30 – 17.00 Discussion
Friday, July 3, 2015

SECTION X      FINAL SESSION

9.00 – 10.15  Presentation of Group Reports
10.15 – 10.30 Coffee Break
10.30 – 11.00 Presentation of Group Reports (continued)
11.00 – 12.00 Evaluation and Closing

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