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 27 to July 8, 2016

FINAL PROGRAM

prepared by the International Bureau of WIPO and the University of Geneva
Venue for 1st Week: WIPO Headquarters Room A

Monday, June 27, 2016

8.45 – 9.15    Registration and administrative matters
9.15 – 9.45    Introduction of participants
9.45 – 10.00   Welcome addresses by:
                Mr. Matthew Rainey, Director-Advisor, World Intellectual Property Organization (WIPO) Academy, Geneva
                Mr. Jacques de Werra, Professor and Vice-Rector, University of Geneva (UNIGE), Geneva

10.00 – 10.45  Topic 1   Presentation of UNIGE
                Lecturers:  Mrs. Christine Chappuis, Professor and Dean, Faculty of Law, UNIGE
                Mr. Vittorio Mainetti, Scientific Deputy, International Relation Office, UNIGE

10.45 – 11.00  Coffee Break
11.00 – 11.30  Group Photo
11.30 – 12.00  Topic 2   Introduction to WIPO Academy
                Lecturer:  Mr. Matthew Rainey

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. Yaniv Benhamou, Attorney-at-Law, Lecturer, Faculty of Law, UNIGE

14.45 – 15.00  Discussion
15.30 – 17.00  Visit of the United Nations Headquarters
18.00         Reception offered by WIPO
Tuesday, June 28, 2016

SECTION I  COPYRIGHT AND RELATED RIGHTS

8.45 – 9.00  Election of Representatives

9.00 – 10.00  Topic 4  Update on Copyright Activities at WIPO

Lecturer: Ms. Michele Woods, Director, Copyright Law Division, Culture and Creative Industries Sector WIPO

10.00 – 10.15  Discussion

10.15 – 10.30  Coffee Break

10.30 – 11.15  Topic 5  IP and the Future of Entertainment

Lecturer: Mr. Yaniv Benhamou

11.15 – 11.30  Discussion

11.30 – 12.15  Topic 6  Emerging Issues in Copyright: Case-study

Lecturer: Mr. Sevan Antreasyan, Attorney-at-Law, Geneva

12.15 – 12.30  Discussion

12.30 – 14.00  Lunch Break

Venue (P.M. Joint session with the Internet Law Summer School [UNIGE]): WIPO Headquarters Conference Room A

14.00 – 15.15  Topic 7  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

15.15 – 15.30  Coffee Break

15.30 – 16.30  Topic 8  Sale and Licensing of Content Online (II)

Lecturer: Mr. Chris Bavitz

16.30 – 17.00  Discussion
Wednesday, June 29, 2016

SECTION II  PATENT AND INNOVATION

9.00 – 10.00  Topic 9  International Patent Landscape

Lecturer: Mr. Cyrill P. Rigamonti, Tenured Professor of Law, Attorney-at-law, University of Bern, Switzerland

10.00 – 10.15  Discussion

10.15 – 10.30  Coffee Break

10.30 – 11.15  Topic 10  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 11  Software Development: Patentability and Licensing options (including Open Source)

Lecturers: Mr. Paolo Lanteri, Legal Officer, Copyright Law Division, Culture and Creative Industries Sector, WIPO

Ms. Giulia Ragonesi, Associate Legal Officer, Legislative and Policy Advice Section, Patent Law Division, Patents and Technology Sector, WIPO

12.15 – 12.30  Discussion

12.30 – 14.00  Lunch Break

14.00 – 15.15  Topic 12  The Patent Cooperation Treaty (PCT) and its Advantages

Lecturer: Mr. Matthew Bryan, Director, Patent Cooperation Treaty (PCT) Legal Division, Patents and Technology Sector, WIPO

15.15 – 15.30  Discussion

15.30 – 16.00  Coffee Break
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| 16.00 – 17.00 | **Topic 13** Patents and innovation | Mr. David Mazur, Section Leader, Intellectual Property Dissemination / Patent Portfolio Manager, Knowledge Transfer, European Organization for Nuclear Research (CERN), Geneva  
Mr. Matthew Rainey |

**Thursday, June 30, 2016**

**SECTION III BRANDS**

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<tr>
<th>Time</th>
<th>Topic</th>
<th>Lecturer</th>
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<tr>
<td>9.00 – 10.00</td>
<td><strong>Topic 14</strong> Strategic Use of the International Trademark Registration System</td>
<td>Mr. Matthew Forno, Senior Counsellor, Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO</td>
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<td>10.00 – 10.15</td>
<td>Discussion</td>
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<td>10.15 – 10.45</td>
<td>Coffee Break</td>
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<td>10.45 – 11.30</td>
<td><strong>Topic 15</strong> Current Issues in Trademark Law: International Level</td>
<td>Ms. Martha Friedli, Head, Trademark Law Section, Law and Legislative Advice Division, Brands and Designs Sector, WIPO</td>
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<td>11.45 – 12.00</td>
<td>Discussion</td>
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<td>12.00 – 14.00</td>
<td>Lunch Break</td>
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*Venue (P.M. Joint Session): University of Geneva, Uni Mail (room MS150)*

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<td>14.00 – 15.15</td>
<td><strong>Topic 16</strong> Data Protection Issues in a Global Acting e-Commerce Company</td>
<td>Mrs. Anna Zeiter, Head of Data Protection, EU Marketplaces, eBay International AG</td>
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<td>15.15 – 15.45</td>
<td>Coffee Break</td>
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<td>15.45 – 17.15</td>
<td><strong>Topic 17</strong> Managing Legal Risks of Online Business Activities: Perspectives of a Global Internet Companies</td>
<td>Mr. Daniel Schönberger, Legal Counsel, Google Switzerland GmbH</td>
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Friday, July 1, 2016

SECTION IV OTHER AREAS OF INTELLECTUAL PROPERTY

9.00 – 10.15 Topic 18  Trade Secrets: Issues and Best Practices
   Lecturer: Mr. Diego Vergani, European and Swiss Patent Attorney, Geneva

10.15 – 10.30 Discussion

10.30 – 11.00 Coffee Break

11.00 – 12.00 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, Geneva

12.00 – 12.15 Discussion

12.15 – 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
             Ms. Marie Paule Rizo, Head, Design and Geographical Indication Section, Law and Legislative Advice Division, Brands and Designs Sector, WIPO

15.00 – 15.15 Discussion

15.15 – 15.45 Coffee Break

15.45 – 16.45 Topic 22  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, Brands and Designs Sector, WIPO

16.45 – 17.00 Discussion
Monday, July 4, 2016

SECTION V IP AS A BUSINESS ASSET

9.00 – 9.45  **Topic 22** IP Economics and Statistics
Lecturer: Ms. Maryam Zehtabchi, Project Officer, Economic and Statistics Division, WIPO

9.45 – 10.00 Discussion
10.00 – 10.30 Coffee Break

10.30 – 11.30  **Topic 23** Licensing and Technology Transfer
Lecturer: Mr. Theo Stamatiadis, Senior Legal Counsel, GE, Switzerland

11.30 – 12.00 Discussion
12.00 – 13.30 Lunch Break

13.30 – 14.15  **Topic 24** IP Valuation and Management
Lecturer: Mr. Theo Stamatiadis

14.15 – 14.30 Discussion
14.30 – 15.00 Coffee Break

15.00 – 17.00  **Topic 25** IP Licensing Exercise
Lecturer: Mr. Theo Stamatiadis

Tuesday, July 5, 2016

SECTION VI IP AND COMPETITION

8.30 – 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. Giovanni Napolitano, Acting Director, SMEs and Entrepreneurship Support Division, Department for Transition and Developed Countries, WIPO

12.00 – 12.30 Discussion

12.30 – 14.00 Lunch Break

**SECTION VII**  **GROUP PROJECTS**

14.00 – 17.00  **Group I:**  *University Technology Transfer*

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

Ms. Jennifer Cadby, Licensing Officer, UNITEC, Unige

**Group II:**  *Emerging Issues in Copyright*

Coordinator: Mr. Sevan Antreasyan

**Group III:**  *Management of Trade Secrets*

Coordinator: Ms. Aida Dolotbaeva, Legal Officer, Patent Law Section, Patent Law Division, Patents and Technology Sector, WIPO

**Group IV:**  *IP and Franchising*

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

17.00 – 18.00 Preparation of the Group Reports

18.00 Reception offered by UNIGE

**Wednesday, July 6, 2016**

**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 – 10.45  Coffee Break
10.45 – 11.45  Topic 29  Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions – Towards a Suitable Protection System
   Lecturer: Mr. Claudio Chiarolla, Legal Officer, Traditional Knowledge Division, Department for Traditional Knowledge and Global Challenges, WIPO
11.45 – 12.00  Discussion
12.00 – 14.00  Lunch Break
14.00 – 15.15  Topic 30  IP and Biotechnology
   Lecturer: Mr. Pierre Heuzé, Assistant in Intellectual Property Law, Faculty of Law, UNIGE
15.15 – 15.30  Discussion
15.30 – 15.45  Coffee Break
15.45 – 16.45  Topic 31  Protecting IP Globally: Perspective of an International Luxury Group
   Lecturer: Ms. Olivia Dhordain, Deputy Chief IP Counsel, Richemont Group
16.45 – 17.00  Discussion

Thursday, July 7, 2016

SECTION IX  IP ENFORCEMENT
8.30 – 10.00  Topic 32  Enforcement of IPRs
   Lecturer: Mr. Yaniv Benhamou
10.00 – 10.30  Discussion
10.00 – 10.30  Coffee Break
10.30 – 11.30  Topic 33  Alternative Dispute Resolution in IP Disputes
   Lecturer: Ms. Leena Ballard, Senior Legal Officer, 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 Uniform Domain Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension System (URS)

Lecturer: Ms. Leena Ballard

14.45 – 15.15 Discussion

15.15 – 15.30 Coffee Break


Lecturer: Mr. Anthony Taubman, Director IP Division, WTO, Geneva

16.30 – 17.00 Discussion

Friday, July 8, 2016

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 (II)

11.00 – 12.00 Evaluation and Closing

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