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 26 to July 7, 2017

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

Monday, June 26, 2017

8.45 – 9.15 Registration and administrative matters

9.15 – 9.45 Introduction of participants

9.45 – 10.00 Welcome addresses by:

Mr. Sherif Saadallah, Executive Director, 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 – 11.45 **Topic 2** Introduction to WIPO Academy

Lecturer: Mr. Joe Bradley, Head, Academic Institutions Program, WIPO Academy

11.45 – 12.30 Tour of WIPO and Visit to the WIPO Library

12.30 – 14.00 Lunch Break

14.00 – 15.30 **Topic 3** Overview of Intellectual Property (IP) and Current and Emerging Issues

Lecturer: Prof. Irene Calboli, Singapore Management University School of Law and Texas A&M

16.00 – 18.00 Visit to the UN

18.30 Reception at WIPO
SECTION I  COPYRIGHT AND RELATED RIGHTS

Joint session of the Internet L@w Summer School and of the WIPO-Unige Summer School

9.00 – 10.15  Topic 4  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

10.15 – 10.30  Coffee Break

10.30 – 12.00  Topic 5  Sale and Licensing of Content Online (II)
Lecturer:  Mr. Chris Bavitz

12.30 – 14.00  Lunch Break

14.00 – 15.15  Topic 6  IP and the Future of Internet
Lecturer:  Mr. Yaniv Benhamou, PhD in Law, Attorney-at-Law, Lecturer, Faculty of Law, UNIGE

End of the Joint session of the Internet L@w Summer School and of the WIPO-Unige Summer School.

15.15 – 15.30  Coffee Break

15.30 – 15.45  Election of Representatives

15.45 – 17.15  Topic 7  Update on Copyright Activities at WIPO
Lecturer:  Mr. Paolo Lanteri, Legal Officer, Copyright Law Division, Copyright and Creative Industries Sector, WIPO

Venue:  Uni Dufour – U300

18.00 – 21.00  Geneva Summer School Inaugural Lecture & Reception

Wednesday, June 28, 2017

SECTION II  PATENT AND INNOVATION

9.00 – 10.15  Topic 8  International Patent Protection
Lecturer:  Mr. Cyrill P. Rigamonti, Attorney-at-Law, Tenured Professor, Faculty of Law, University of Bern

10.15 – 10.30  Coffee Break
10.30 – 12.00  **Topic 9  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

12.00 – 14.00  Lunch Break

14.00 – 15.30  **Topic 10  The Patent Cooperation Treaty (PCT) and its Advantages**  
Lecturer: Mr. Matthew Bryan, Director, Patent Cooperation Treaty (PCT) Legal Division, Patents and Technology Sector, WIPO

15.30 – 16.00  Coffee Break

16.00 – 17.00  **Topic 11  Patents and Innovation**  
Lecturer: Mr. Matthew Rainey, Director Advisor, WIPO Academy

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**Thursday, June 29, 2017**

**SECTION III  BRANDS**

9.00 – 10.15  **Topic 12  Strategic Use of the International Trademark Registration System**  
Lecturer: Ms. Tetyana Badoud, Senior Legal Officer, Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

10.15 – 10.45  Coffee Break

10.45 – 12.00  **Topic 13  Current Issues in Trademark Law: International Level**  
Lecturer: Ms. Noelle Moutout, Associate Legal Officer, Trademark Law Section, Law and Legislative Advice Division, Brands and Designs Sector, WIPO

12.00 – 14.00  Lunch Break
SECTION IV  LEGAL CHALLENGES OF ONLINE BUSINESSES

Venue: University of Geneva, Faculty of Law, Uni-mail, Room R080

Joint session of the Internet L@w Summer School and of the WIPO-Unige Summer School

14.00 – 15.15  Topic 14  Data Protection Issues in a Global Acting e-Commerce Company

Lecturer:  Mrs. Anna Zeiter, Head of Data Protection, EU Marketplaces, eBay International AG

15.15 – 15.45  Coffee Break

15.45 – 17.00  Topic 15  Managing Legal Risks of Online Business Activities: Perspectives of a Global Internet Companies

Lecturer:  Mr. Ulrich Sachs, Legal Counsel, Google Switzerland GmbH

Friday, June 30, 2017

SECTION IV  OTHER AREAS OF INTELLECTUAL PROPERTY

9.00 – 10.30  Topic 16  Trade Secrets: Issues and Best Practices

Lecturer:  Mr. Diego Vergani, European and Swiss Patent Attorney, Geneva

10.30 – 11.00  Coffee Break

11.00 – 12.15  Topic 17  The Protection of Plant Varieties and the International Union For the Protection of New Varieties of Plants (UPOV)

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

Mr. Philippe Benjamin Rivoire, Technical Officer, UPOV

12.15 – 14.00  Lunch-Break
14.00 – 15.15  **Topic 18**  Intellectual Property Options for Protecting and Branding Origin-based products  

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

Ms. Florence Rojal, Senior Legal Officer, Lisbon Registry, Law and Legislative Advice Division, Brands and Designs Sector, WIPO  

15.15 – 15.45  Coffee Break  

15.45 – 17.00  **Topic 19**  Design Protection and its Interface with Other IP Areas  

Lecturer: Ms. Marina Foschi  

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**Venue for 2nd Week: Unige, Faculty of Law, Room R080**  

**Monday, July 3, 2017**  

**SECTION V  IP AS A BUSINESS ASSET**  

9.00 – 10.00  **Topic 20**  IP Economics and Statistics  

Lecturer: Ms. Maryam Zehtabchi, Project officer, Innovation Economics Section, Economics and Statistics Division, WIPO  

10.00 – 10.30  Coffee Break  

10.30 – 12.00  **Topic 21**  Licensing and Technology Transfer  

Lecturer: Mr. Theo Stamatiadis, Senior Legal Counsel, GE, Switzerland  

12.00 – 13.30  Lunch Break  

13.30 – 14.30  **Topic 22**  IP Valuation and Management  

Lecturer: Mr. Theo Stamatiadis  

14.30 – 15.00  Coffee Break  

15.00 – 17.00  **Topic 23**  IP Licensing Exercise  

Lecturer: Mr. Theo Stamatiadis
Tuesday, July 4, 2017

SECTION VI  IP AND COMPETITION

8.30 – 10.30  Topic 24  IP and Antitrust Policy
Lecturer: Mr. Adrien Alberini, PhD in Law, Attorney-at-Law, Geneva

10.30 – 11.00  Coffee Break

11.00 – 12.15  Topic 25  IP and Unfair Competition Policy
Lecturer: Mr. Adrien Alberini

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

Group II: Emerging Issues in Copyright
Coordinator: Mr. Sevan Antreasyan, PhD in Law, Attorney-at-Law, Geneva

Group III: Management of Trade Secrets
Coordinator: Mr. Guriqbal Singh Jaiya, Director-Advisor, Management, Strategic Planning and Coordination, WIPO Academy

Group IV: Current IP Issues of Biotechnology
Coordinator: Mr. Pierre Heuzé, IP Associate, AC Immune SA

17.00 – 18.00  Preparation of the Group Reports
18.00  Reception at UNIGE

Wednesday, July 5, 2017

Section VIII  CONTEMPORARY GLOBAL IP CHALLENGES

9.00 – 10.15  Topic 26  IP and Public Health: Issues and Challenges
Lecturer: Mr. Hans Georg Bartels, Senior Program Officer, Global Challenges Division, Global Issues Sector, WIPO
10.15 – 10.45 Coffee Break

10.45 – 12.00 **Topic 27** Multi-territorial IP Dispute Settlement: World Trade Organization (WTO) Cases

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

12.00 – 14.00 Lunch Break

14.00 – 15.30 **Topic 28** Protecting IP Globally: IP Management in a Food and Beverage Company

Lecturer: Mr. Cornelis Schüller, Group Head of Patents and Assistant Vice-President of Nestlé SA

15.30 – 15.45 Coffee Break

15.45 – 17.00 **Topic 29** Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions – Towards a Suitable Protection System

Lecturer: Mr. Shakeel Bhatti, Counsellor, Traditional Knowledge Division, Department for Traditional Knowledge and Global Challenges, WIPO

**Thursday, July 6, 2017**

**SECTION IX** IP ENFORCEMENT

8.30 – 10.00 **Topic 30** Enforcement of IPRs

Lecturer: Mr. Yaniv Benhamou

10.00 – 10.30 Coffee Break

10.30 – 12.00 **Topic 31** IP and online jurisdiction

Lecturer: Mr. Gian Paolo Romano, Professor and Mr. Michel Reymond, PhD in Law, Lecturer, Faculty of Law, UNIGE

12.00 – 14.00 Brown Bag Lunch - Technology transfer Office

14.00 – 15.15 **Topic 32** Alternative Dispute Resolution in IP Disputes

Lecturer: Ms. Heike Wollgast, Senior Legal Officer, IP Disputes Management Section, WIPO Arbitration and Mediation Center

15.15 – 15.30 Coffee Break
15.30 – 17.00  **Topic 33**  Uniform Domain Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension System (URS)

**Lecturer:** Ms. Fernanda Varella Beser, Fellow, Internet Dispute Resolution Section, WIPO Arbitration and Mediation Center

**Friday, July 7, 2017**

**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