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, July 2 to 13, 2012

prepared by the International Bureau of WIPO
WEEK 1

Monday, July 2, 2012

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, WIPO, Geneva

Mr. Yves Flückiger, 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: Mr. Christian Bovet, Professor and Dean, Law School, UNIGE

Mr. Pierre Willa, Head of the International Relations Office of the University of Geneva

11.15 – 11.30 Discussion

11.30 – 12.00 Topic 2: WIPO and Panorama of New Developments

Lecturer: Ms. Catherine Jewell, Senior Information Officer, Publishing Section, Communications Division, WIPO

12.00 – 12.30 Discussion

12.30 – 14.00 Lunch Break

14.00 – 16.30 Study Visit

Tuesday, July 3, 2012

SECTION I PATENTS AND INNOVATION

9.00 – 10.00 Topic 3: International Patent Setting Today

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 and Limitations to Patent Rights
Lecturer: Mr. Thomas Henninger, Associate 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. Ituku Elangi Botoy, Consultant, Innovation and Technology Support Section, Global Information Service, 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

Wednesday, July 4, 2012

SECTION II  CULTURE AND CREATIVE INDUSTRIES

9.00 – 10.00  Topic 7:  International Copyright Outlook Today
                    Lecturer: Mrs. Michelle Woods, Director, Copyright Law Division, WIPO

10.00 – 10.30  Discussion

10.30 – 11.00  Coffee Break

11.00 – 12.00  Topic 8:  Exceptions and Limitations to Copyright and Related Rights:  Ongoing Debates
                    Lecturers: Mrs. Geidy Lung, Senior Counsellor, Copyright Law Division, WIPO
                                              Mr. Yahong Li, Professor, Hong Kong University, Hong Kong

12.00 – 12.30  Discussion

12.30 – 14.00  Lunch Break

14.00 – 14.45  Topic 9:  Protection of Audiovisual Performances
                    Lecturer: Mrs. Geidy Lung

14.45 – 15.00  Discussion

15.00 – 15.15  Coffee Break
15.15 – 16.00  Topic 10:  Collective Management of Copyright and Related Rights:  
Emerging Issues in the Digital Environment
Lecturer:  Mr. David Uwemedimo, Director, Copyright  
Infrastructure Division, WIPO

16.00 – 17.30  Topic 11:  Copyright Licensing:  Case Study
Moderator:  Mr. Victor Vazquez Lopez, Senior Legal  
Counsellor, Copyright Law Division, WIPO

Thursday, July 5, 2012

SECTION III  BRANDS

9.00 – 10.00  Topic 12:  International Trademark Landscape
Lecturer:  Ms. Noëlle Moutout, Assistant Legal Officer,  
Trademark Law Section, Trade and Design Law  
Division, WIPO

10.00 – 10.30  Discussion
10.30 – 11.00  Coffee Break
11.00 – 12.00  Topic 13:  Internet Domain Name Dispute Resolution
Lecturer:  Ms. Charlotte Spencer, Consultant, Domain  
Name Dispute Resolution Section, WIPO  
Arbitration and Mediation Center

12.00 – 12.30  Discussion
12.30 – 14.00  Lunch Break
14.00 – 15.30  Topic 14:  Infringements and Abuses of Marks on the Internet:  Case study
Moderator:  To be appointed

15.30 – 16.00  Coffee Break
16.00 – 16.45  Topic 15:  Protection of Country Names
Lecturer:  Mr. Tobias Bednarz, Trademark Law Section,  
Law and Legislative Advice Division, WIPO

16.45 – 17.00  Discussion
Friday, July 6, 2012

SECTION IV  OTHER INTELLECTUAL PROPERTY RIGHTS (IPRs)

9.00 – 10.00  Topic 16:  Trade Secrets: Issues and Best Practices
Lecturer:  Mr. Jacques de Werra, Professor of Intellectual Property Law/Contract Law at the Law School, UNIGE

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
Lecturer:  Mrs. Marie-Paule Rizo, 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:  The Role of Geographical Indications in the Promotion of National Products: Case study
Moderator:  Mrs. Marie-Paule Rizo

15.30 – 16.00  Coffee Break

16.00 – 17.00  Topic 19:  The Protection of Plant Varieties, Including the International Union for the Protection of New Varieties of Plants (UPOV) Convention
Lecturer:  Mrs. Yolanda Huerta-Casado, Legal Counsel, UPOV

17.00 – 17.30  Discussion

17.30  Reception offered by WIPO

WEEK 2

Monday, July 9, 2012

SECTION V  IP AS A BUSINESS ASSET

9.00 – 10.00  Topic 20:  The Economics of Intellectual Property
Lecturer:  Mrs. Intan Hamda-Livramento, Economic Officer, Economics Section, Economics and Statistics Division, WIPO
10.00 – 10.30 Coffee Break


   Lecturer: Mr. Laurent Miéville, Director, Technology Transfer Office, UNIGE


   Lecturer: Mr. Roland Tschudin, Senior Intellectual Property Training Officer, Swiss Federal Institute of Intellectual Property, Bern

12.30 – 14.00 Lunch Break

14.00 – 15.00 Topic 23: Transfer of Technology

   Lecturer: From WIPO (to be appointed)

15.00 – 15.30 Coffee Break

15.30 – 17.30 Topic 24: Exercises on Transfer of Technology

   Moderator: From WIPO (to be appointed)

Tuesday, July 10, 2012

SECTION VI CONTEMPORARY GLOBAL IP CHALLENGES

9.00 – 10.00 Topic 25: Intellectual Property and Competition Policy

   Lecturer: Mr. Adrien Alberini, Former Research Assistant, UNIGE

10.00 – 10.30 Discussion

10.30 – 11.00 Coffee Break

11.00 – 11.45 Topic 26: Intellectual Property, Green Technology and Climate Change: Issues and Challenges

   Lecturer: Ms. Akiko/Yesim/Anja (WIPO)

11.45 – 12.00 Discussion

12.00 – 14.00 Lunch Break

14.00 – 14.45 Topic 27: Intellectual Property and Biodiversity: International Landscape and Current Issues
Lecturer: Mr. Benny Spiewak, Senior Associate, Zancaner Costa, Bastos e Spiewak Advogados, São Paulo

14.45 – 15.15 Discussion
15.15 – 15.45 Coffee Break

Moderator: Mr. Jacques de Werra
Panelists: Mr. Roger Kampf, Counsellor, IP Division, WTO
Mr. Thomas Bombelles or Mr. Hans Georg (WIPO)
Mr. Benny Spiewak

18.00 Reception offered by the partner institution

Wednesday, July 11, 2012

9.00 – 10.00 Topic 29: Intellectual Property and Human Rights: Issues and Challenges
Lecturer: Mr. Laurence Helfer, Professor, Duke University, Geneva

10.00 – 10.30 Coffee Break
Lecturer: Mr. Dimiter Gantchev, Deputy Director, Creative Industry Section, Copyright Infrastructure Division, WIPO

11.30 – 12.30 Topic 31: Intellectual Property and the Public Domain
Lecturer: Mr. Paolo Lanteri, Assistant Legal Officer, Copyright Law Division, WIPO

12.30 – 13.00 Discussion
13.00 – 14.30 Lunch Break
14.30 – 16.30 Topic 32: Panel Discussion: Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions: Towards a Suitable Protection System
Moderator: Mr. Tshimanga Kongolo, Acting Deputy Director and Head, WIPO Academy
Panelists: From WIPO (to be appointed)

Mr. Antony Taubman, Director, Intellectual Property Division, World Trade Organization (WTO)

Mr. Pedro Roffe, Intellectual Property Senior Fellow, International Centre for Trade and Sustainable Development (ICTSD), Geneva

David Vivas, Independent Consultant

Thursday, July 12, 2012

SECTION VII BUILDING RESPECT FOR INTELLECTUAL PROPERTY

9.00 – 10.30 Topic 33: Building Respect for Intellectual Property

Lecturers: Mr. Yaniv Benhamou, Former Research Assistant, UNIGE

Mr. Xavier Vermandele, Deputy Director, Building Respect for IP Division, WIPO

10.30 – 11.00 Coffee Break

11.00 – 12.30 Topic 34: Alternative Dispute Resolution (Arbitration/Mediation) in Intellectual Property Disputes: Case Studies

Lecturers: Ms. Judith Schallnau, Legal Development Section, WIPO Arbitration and Mediation Center

Mr. Jacques de Werra

12.30 – 14.00 Lunch Break

14.00 – 17.00 GROUP DISCUSSIONS


Coordinator: Mr. Jacques de Werra – Room M 1150

Group II: Liability of Internet Service Providers (ISP) (Copyright)

Coordinator: Mr. Paolo Lanteri - Room 060

Group III: The Quality of Patents: Issues

Coordinator: Ms. Aida Dolotbaeva, Legal Officer, Patent Law Section, Patent Law Division, WIPO - Room M 1160
Group IV: Liability of Intermediaries for Trademark Infringement on the Internet: Search Engines, Internet Auction Sites, and Social Media

Coordinator: Mr. Tobias Bednarz – M 1170

17.00 – 18.00 Preparation of the Report by each Group

Friday, July 13, 2012

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 of the Program

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