



WIPO - University of Geneva Online Summer School on Intellectual Property

organized by
the World Intellectual Property Organization (WIPO)

and
the University of Geneva (UNIGE)

June 22 to July 3, 2020

prepared by the International Bureau of WIPO and the University of Geneva

Monday, June 22, 2020

- 9.00 – 9.45 Introduction of participants and introduction to the summer school
- 9.45 – 10.00 Welcome addresses by:
- Mr. Sherif Saadallah, Executive Director, World Intellectual Property Organization (WIPO) Academy, Geneva
- Mr. Jacques de Werra, Professor, University of Geneva (UNIGE), Geneva
- 10.00 – 10.30 **Topic 1 Presentation of the University of Geneva**
- Lecturers: Mr. Jacques de Werra, Professor, UNIGE
- Ms. Monica Patry, Scientific Deputy, International Relation Office, UNIGE
- 10.30 – 10.45 **Topic 2 Introduction to WIPO Academy**
- Lecturer: Mr. Joe Bradley, Head, Academic Institutions Program, WIPO Academy
- 10.45 – 11.00 Discussion and Q&A
- 11.00 -12.00 Lunch Break

AFTERNOON SESSIONS = JOINT SESSIONS WITH THE DIGITAL LAW SUMMER SCHOOL

- 12.00 – 13.30 **Topic 3 Overview of Intellectual Property (IP) and Digital Challenges**
- Lecturer: Ms. Irene Calboli, Professor, Texas A&M University School of Law, Academic Fellow, UNIGE; Senior Fellow, University of Melbourne
- 13.30 – 13.45 Break
- SECTION I COPYRIGHT AND RELATED RIGHTS**
- 13.45 – 15.15 **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

Tuesday, June 23, 2020

9.15 – 10.30 **Topic 5 Copyright Challenges in the Digital Age**

Lecturer: Ms. Eleonora Rosati, Associate Professor,
Stockholm University

10.30 – 10.45 Break

10.45 – 12.00 **Topic 6 Update on Copyright Activities at WIPO**

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

12.00 – 13.00 Lunch Break

SECTION II PATENT AND INNOVATION

13.00 – 14.15 **Topic 7 International Patent Protection**

Lecturer: Dr Justyna Ożegalska-Trybalska, Associate
Professor, Intellectual Property Law Chair,
Faculty of Law, Jagiellonian University

14.15 – 14.30 Break

14.30 – 15.30 **Topic 8 Multilateral Framework of WIPO**

Lecturer: Mr. Marco Aleman, Director, Patent Law Division
Patents and Technology Transfer Sector,
WIPO

Wednesday, June 24, 2020

9.15 – 10.30 **Topic 9 The Patent Cooperation Treaty (PCT) and its Advantages**

Lecturer: Mr. Matthew Bryan, Director, PCT Legal and
User Relations Division, PCT Legal and
International Affairs Department, WIPO

10.30 – 10.45 Break

10.45 – 12.00 **Topic 10 Strategic considerations in the multinational enforcement of
patents or patent defence across Europe**

Lecturer: Mr. Joachim Feldges, Attorney-at-Law, Munich

12.00 – 13.15 Lunch Break

SECTION III BRANDS

13.15 – 14.30 Topic 11 International Trademark Protection

Lecturer: Mr. Marcus Höpperger, Senior Director,
Department for Trademarks, Industrial Design
and Geographical Indications, WIPO

14.30 – 14.45 Break

14.45 – 16.00 Topic 12 Trademark Protection and Enforcement Strategies: the Perspective of a Global Luxury Brand

Lecturer: Ms. Stéphanie Di Palma, IP Counsel, Chanel
Sàrl Switzerland

SECTION IV INTERACTIONS BETWEEN INTELLECTUAL PROPERTY RIGHTS AND OTHER AREAS

Thursday, June 25, 2020

09.15 – 10.30 Topic 13: Design Protection

Lecturer: Mr. Marcus Höpperger, WIPO

10.30 – 10.45 Break

10.45 – 12.00 Topic 14 Trade Secrets: Issues and Best Practices

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

12.00 – 13.15 Lunch Break

13.15 – 15.30 Topic 15 Geographic Indications Today and Tomorrow

Lecturer(s): Ms. Marie Paule Rizo, Head, Policy and
Legislative Advice Section, Department for

Trademarks, Industrial Designs and
Geographical Indications, WIPO

Ms. Irene Calboli

Friday, June 26, 2020

9.15 – 10.30 **Topic 16 Traditional Knowledge, Genetic Resources and
Traditional Cultural Expressions – Towards a Suitable
Protection System**

Lecturer: Mr. Simon Legrand, Counsellor, Traditional
Knowledge Division, Department for Traditional
Knowledge and Global Challenges, WIPO

10.30 – 10.45 Break

10.45 – 11.00 **Introduction to the group projects**

Lecturer: Ms. Irene Calboli

11.00 – 12.30 **Group projects**

Group I: **University Technology Transfer**

Coordinator: Mr. Laurent Mieville, UNITEC

Group II: **Collective Management of Copyright and Related Rights**

Coordinator: Ms. Eugenia Huguenin-Elie, Research and
Teaching Assistant

Group III: **Artificial Intelligence and Copyright**

Coordinator: Ms. Ana Andrijevic, Research and Teaching
Assistant, UNIGE

Group IV: **IP & Data in the Health Industry**

Coordinator: Ms. Sotiria Kechagia, Research and Teaching
Assistant, UNIGE

Group V: **Trademark & Design Protection in the Fashion industry**

Coordinator: Ms. Hélène Bruderer, Research and Teaching
Assistant, UNIGE

Group VI: **IP in the Food and Beverage Industry**

Coordinator: Ms. Irene Calboli

12.15 – 15.00 **Group Projects**

Monday, June 29, 2020

SECTION V: IP Practice & IP Careers

9.00 – 10.15 **Topic 17 Practicing IP Law in a Global Company: Trends and Perspectives**

Lecturer: Ms. Olivia Dordhain, Deputy Chief IP Counsel,
Richemont Group, Geneva

10.15 – 10.30 Break

10.30 – 11.45 **Topic 18 The Impact of Artificial Intelligence on Intellectual Property Law and Practice**

Lecturer: Ms. Ulrike Till, Director, Division of Artificial
Intelligence Policy, WIPO

11.45 – 13.00 Lunch break

13.00 – 14.00 Topic 19 Presentations by three alumni of the IPSS

Ms. Alessia Volpe, European Patent Office

Mr. Luis Chavez, WIPO

Ms. Eva Cellina, Legal Counsel, IP Licensing & Data Privacy,
STMicroelectronics

14.00 – 14.15 Break

14.15 – 15.00 **Panel discussion: IP Job Market and IP Careers (public event / online webinar)**

(chair: Mr. Jacques de Werra)

Ms. Alessia Volpe, European Patent Office

Mr. Luis Chavez, WIPO

Ms. Eva Cellina, Legal Counsel, IP Licensing & Data Privacy,
STMicroelectronics

Ms. Olivia Dordhain, Deputy Chief IP Counsel, Richemont Group,
Geneva

Mr. Frederic Serra, attorney-at-law, Geneva

Mr. Theo Stamatiadis, Executive Counsel, IP - General Electric
Company

Tuesday, June 30, 2020

SECTION VI: IP Transactions

9.15 – 10.30 **Topic 20 Licensing and Technology Transfer**

Lecturer: Mr. Theo Stamatiadis, Executive Counsel, IP -
General Electric Company

10.30 – 10.45 Break

10.45 – 12.00 **Topic 21 IP Valuation and Management**

Lecturer: Mr. Theo Stamatiadis

12.00 – 13.15 Lunch Break

13.15 – 16.15 **Topic 22 IP Licensing Exercise**

Lecturer: Mr. Theo Stamatiadis

Wednesday, July 1, 2020

SECTION VII IP AND COMPETITION

9.15 – 10.30 **Topic 23 IP and Antitrust Policy**

Lecturer: Mr. Adrien Alberini, Attorney-at-Law, Geneva

10.30 – 10.45 Break

10.45 – 12.00 **Topic 24 Interactions between IP and Unfair Competition Law**

Lecturer: Mr. Adrien Alberini

12.00 – 13.15 Lunch Break

Section VII CONTEMPORARY GLOBAL IP CHALLENGES

13.00 – 14.30 **Topic 25 Protecting and Managing Biotechnology & New Plant
Varieties**

Lecturer(s): Mr. Jean-Christophe Galloux, Professor,
University of Paris II (Panthéon-Assas)

Ms. Yolanda Huerta-Casado, Legal Counsel and
Director of Training and Assistance, UPOV

14.30 – 15.45 **Topic 26 IP and Public Health: Issues and Challenges**

Lecturer: Mr. Hans Georg Bartels, WIPO

15.45 – 16.00 Break

16.00 – 17.15 **Topic 27 State-to-State IP Dispute Settlement: World Trade
Organization (WTO) Cases**

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

Thursday, July 2, 2020

SECTION IX IP ENFORCEMENT AND IP DISPUTE RESOLUTION MECHANISMS

9.15 – 10.30 **Topic 28 Enforcement of IPRs**

Lecturer: Mr. Samer Al Tarawneh, Legal Counsellor,
Capacity Building and Technical Assistance,
Building Respect for IP Division, WIPO

10.30 – 10.45 Break

10.45 – 12.00 **Topic 29 IP enforcement challenges in the on-line world**

Lecturer: Mr. Yaniv Benhamou, Lecturer, UNIGE, Attorney-
at-Law, Geneva,

12.00 – 13.30 Lunch Break

13.30 – 14.45 **Topic 30 Alternative Dispute Resolution (ADR) / Arbitration of IP
Disputes**

Lecturers: Mr. Jacques de Werra

Mr. Andrzej Gadkowski, Associate Legal Officer,
IP Disputes Section, IP Disputes and External
Relations Division, WIPO Arbitration and
Mediation Center

14.45 – 15.00 Break

15.00 – 16.15 **Topic 31 WIPO Domain Name Dispute Resolution under the Uniform Domain Name Dispute Resolution Policy (UDRP)**

Lecturer: Ms. Gergana Dimitrova, Associate Legal Officer,
Internet Dispute Resolution Section, WIPO
Arbitration and Mediation Center

Friday, July 3, 2020

SECTION X FINAL SESSION

9.00 – 10.15	Presentation of Group Reports (Chair Mrs. Irene Calboli)
10.15 – 10.30	Break
10.30 – 11.00	Presentation of Group Reports (II)
11.00 – 12.00	Evaluation and Closing

**