



---

## PROVISIONAL PROGRAM

---

**WIPO-WTO-UNIGE/ACAD/18/INF.1 PROV.  
ORIGINAL: ENGLISH  
DATE: JUNE 25, 2018**

### IP Researchers Europe Conference

organized by  
the World Intellectual Property Organization (WIPO)

and  
the World Trade Organization (WTO)

and  
the School of Law, University of Geneva (UNIGE)

**Geneva, June 29, 2018**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

## MORNING PROGRAM

- 8.30 – 9.00 Registration and Security Badges: WIPO Security Center (AB Building)
- 9.00 – 9.45 **Keynote presentation - Room A**  
Francis Gurry, Director General, World Intellectual Property Organization (WIPO)
- 9.45 – 10.00 **Opening remarks by:**  
Sherif Saadallah, Executive Director, WIPO Academy, WIPO
- Antony Taubman, Director, Intellectual Property, Government Procurement and Competition Division, World Trade Organization (WTO)
- Jacques de Werra, Professor of Law, School of Law; Vice-Rector, University of Geneva (UNIGE), Switzerland
- 10.00 – 10.30 Group picture  
Location: Lobby, WIPO (AB) Main Building
- Coffee Break – Lobby WIPO (AB) Main Building

## PARALLEL SESSIONS (1)

- 10.30 – 11.45 **Parallel Session 1.a: IP and International Trade**  
**Location: Room A**
- Chair and Moderator: Jayashree Watal, Counsellor, Intellectual Property, Government Procurement and Competition Division, WTO
- What is International about International Intellectual Property Law?**  
Speaker: Henning Grosse Ruse-Khan, Reader in International and European Intellectual Property Law, Faculty of Law, University of Cambridge, United Kingdom
- Design Rights in EU Preferential Trade Agreements – Where Does Such Internationalization Lead?**  
Speaker: Natalia Kapryrina, Associated Researcher, International Laboratory for IT and IP Law, Higher School of Economics, Moscow; Doctoral Candidate, University of Strasbourg, France
- Twenty-five Years of Intellectual Property Bilateralism**  
Speaker: Xavier Seuba, Senior Lecturer and Researcher, Center for International Intellectual Property Studies (CEIPI), University of Strasbourg, France

- 10.30 – 11.45      **Parallel Session 1.b: Trademarks, Design, and Injunctions**  
**Location: Room B**  
Chair and Moderator: Irene Calboli, Professor of Law, Texas A&M University School of Law; Fort Worth, United States of America; Transatlantic Technology Law Fellow, Stanford Law School, United States of America; Distinguished Fellow, the Royal University of Law and Economics, Phnom Penh
- A Legitimate Way of Conquering New Enforcement Territory? The New EU Trademark Right Against Goods in Transit**  
Speaker: Martin Senftleben, Professor of Intellectual Property, Centre for Law and Internet, Faculty of Law, Vrije Universiteit Amsterdam
- Spare Parts - A Continuing Conundrum for Trade Mark and Design Rights in the EU**  
Speaker: Anna Tischner, Associate Professor, Intellectual Property Law Chair, Faculty of Law, Jagiellonian University, Krakow, Poland
- Blocking Injunctions: Lapsing Back into Liability?**  
Speaker: Dev S. Gangjee, Associate Professor in Intellectual Property Law and Director, Oxford Intellectual Property Research Centre, Faculty of Law, University of Oxford, United Kingdom

## PARALLEL SESSIONS (2)

- 11.45 – 13.00      **Parallel Session 2.a: Patents**  
**Location: Room A**  
Chair and Moderator: Marco Aleman, Director, Patent Law Division, WIPO
- The Reform of Patent Law in the EU: Needs and Directions**  
Speaker: Justyna Ożegalska-Trybalska, Associate Professor, Intellectual Property Law Chair, Faculty of Law, Jagiellonian University, Krakow, Poland
- The Impact of the European Unitary Patent System on Innovation of Start-Ups**  
Speaker: Letizia Tomada, Ph.D. Candidate, Max-Planck Institute for Innovation and Competition, Munich, Germany; EIPIN European Joint Doctorate, University of Augsburg, University of Alicante, Spain
- Excessive Pharmaceutical Prices as an Anti-Competitive Practice in TRIPS and European Competition Law**  
Speaker: Behrang Kianzad, Ph.D. Fellow, Faculty of Law, Copenhagen University
- 11.45 – 13.00      **Parallel Session 2.b: Copyright**  
**Location: Room B**  
Chair and Moderator: Hannu Wager, Counsellor, Intellectual Property, Government Procurement and Competition Division, WTO

**Internet Intermediaries' Liability for Copyright Infringement in the Digital Single Market**

Speaker: Maria Lilla Montagnani, Associate Professor of Commercial Law and Director, Ask Research Center, Department of Legal Studies, Università Bocconi, Milan, Italy

**The Interpretation of an "Act of Communication to the Public"**

Speaker: Faye Wang, Senior Lecturer in Law, Brunel University, London

**Digital Copyright Exhaustion Anno 2018: Resalable Downloads but Inalienable Clouds?**

Speaker: Simon Geiregat, Doctoral Fellow, Faculty of Law and Criminology, Ghent University, Belgium

**END OF THE MORNING PROGRAM**

13.00 – 14.00 Lunch Break

**AFTERNOON PROGRAM**

**PARALLEL SESSIONS (3)**

14.00 – 15.15 **Parallel Session 3.a: IP Management and Governance**

**Location: Room A**

Chair and Moderator: Yaniv Benhamou, Lecturer, Faculty of Law, University of Geneva, Switzerland

**Balancing IP Rights and Human Rights in Public-Private Partnerships (PPPs) for Sustainable Development**

Speaker: Aurora Plomer, Chair in Intellectual Property and Human Rights, School of Law, University of Bristol, United Kingdom

**The Allocation of IP Ownership in Research and Development (R&D) Partnerships**

Speaker: Arina Gorbatyuk, Ph.D. Fellow, Research Foundation Flanders, KU Leuven Center for IT and IP Law, Faculty of Law, KU Leuven, Belgium

**The Financing of Small and Medium-Sized Enterprises (SMEs) in an Intellectual Property World**

Speaker: James M. Heller, Lecturer, Anglo-American University Law School, Prague; Lecturer, Empire State College, State University of New York, United States of America

14.00 – 15.15 **Parallel Session 3.b: Trademarks and Geographical Indications**

**Location: Room B**

Chair and Moderator: Raquel Xalabarder, Chair of Intellectual Property, Universitat Oberta de Catalunya, Barcelona, Spain

**Rethinking Fluid Trademarks (TM): Boundaries of TM Protection and Challenges for Distinctiveness Assessment**

Speaker: Vinicius Bogéa Câmara, Professor, IP and Innovation Academy, Brazilian National Institute of Industrial Property, Rio de Janeiro, Brazil; Visiting Researcher, Center for International Intellectual Property Studies, University of Strasbourg, France

**IP Protection of Country Names - No Man's Land, No Man's Brand**

Speaker: Natalie Corthésy, Lecturer in Law, University of The West Indies, Mona Campus, Jamaica; Ph.D. Candidate, Centre for Commercial Law Studies, Queen Mary University of London

**The Puzzle of Reputation in EU Protected Geographical Indications: Can Traditional Specialities Guaranteed Provide a Solution?**

Speaker: Andrea Zappalaglio, Assistant Lecturer, Oxford Intellectual Property Research Centre, Faculty of Law, University of Oxford, United Kingdom; Adjunct Professor, Faculty of Law, University of Milan, Italy

15.15 – 15.45 Coffee Break – Lobby, WIPO (AB) Main Building

**PARALLEL SESSIONS (4)**

15.45 – 17.00 **Parallel Session 4.a: Patents and Trade Secrets**

**Location: Room A**

Chair and Moderator: Dana Beldiman, Professor of Law, Bucerius Law School, Hamburg, Germany; University of California Hastings College of the Law, San Francisco, United States of America

**Everything is Obvious: Inventive Machines and Changing Standards for Patentability**

Speaker: Ryan Abbott, Professor of Law and Health Sciences, University of Surrey, School of Law, Guildford, United Kingdom; Adjunct Assistant Professor of Medicine, David Geffen School of Medicine, University of California, Los Angeles, United States of America

**Morality in International IP Lawmaking – Trade Secrets as an Instrument to Overcome the Conflict between Developed and Developing Countries**

Speaker: Katharina Behrend, Ph.D. Candidate, Oxford Intellectual Property Research Centre, Faculty of Law, University of Oxford, United Kingdom

**Supplementary Protection Certificates for Medical Devices in Europe: Open Questions**

Speaker: Magali Contardi, Ph.D. Candidate, Faculty of Law, University of Alicante, Spain

15.45 – 17.00

**Parallel Session 4.b: Copyright**

**Location: Room B**

Chair and Moderator: Michelle Woods, Director, Copyright Law Division, WIPO

**The Future of Professional Creativity on Social Networks and User-Generated Content Platforms: An International and Comparative Law Perspective**

Speaker: Giuseppe Mazziotti, Assistant Professor, School of Law, Trinity College, Dublin; Visiting Professor, Department of European Political and Administrative Studies, College of Europe, Bruges, Belgium

**The Author and the Other: Collaboration and Ownership in Copyright Law**

Speaker: Tehila Rozencwaig Feldman, Ph.D. Candidate, Faculty of Law, Bar Ilan University, Ramat-Gan, Israel

**The Concept and Myth of the Digital User in Copyright Law**

Speaker: Amy Thomas, Ph.D. Candidate, Faculty of Law, University of Glasgow, United Kingdom

17.00 – 17.40

**Keynote Presentation:**

Roberto Azevêdo, Director General, World Trade Organization (WTO)

17.40 - 17.50

**Closing Remarks by:**

Sherif Saadallah

Antony Taubman

Irene Calboli

**Conclusion of the Conference**

[End of document]