



PROGRAM

WIPO-WTO-UNIGE/IPRE/GE/19/INF.1
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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 28 and 29, 2019

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Friday, June 28, 2019

World Intellectual Property Organization (WIPO)
34, Chemin des Colombettes, Geneva, Switzerland

MORNING PROGRAM

8.30 – 9.00 Registration and Security Badges: WIPO Access Center (AB Building)

9.00 – 9.20 **Location: Room A**

Opening remarks by:

Mario Matus, Deputy Director General, Development Sector, WIPO

9.20 – 9.35

Group photo

Location: Lobby WIPO Main Building (AB)

PARALLEL SESSIONS (1)

9.35 – 11.15 **Parallel Session 1.a: Copyright Law: Focus on European Union**
Location: Room A

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

Use of Copyrighted Content by Online Content-Sharing Service Providers under the EU Directive on Copyright in the Digital Single Market

Speaker: Alessandro Cogo, Associate Professor, Faculty of Law, University of Torino, Italy

Copyright and E-Sport: Challenges of the Application of the Old Rules to New Conditions

Speaker: Karolina Sztobryn, Associate Professor, Faculty of Law and Administration, University of Lodz, Poland

Building the Digital Single Market “By Proxies”: Making Sense of the CJEU Copyright Case Law on Hyperlinking

Speaker: Julien Cabay, Associate Professor, School of Economic Law, Université Libre de Bruxelles; Associate Professor, Faculty of Law, Université de Liège, Belgium

The Extent of Harmonization for Co-authored Works under EU Copyright Law

Speaker: Muhammed Akinci, Postgraduate Research Student, Dickson Poon School of Law, King's College London, United Kingdom

9.35 – 11.15

**Parallel Session 1.b: Intellectual Property and Artificial Intelligence
Location: Room 0.107 (New Building)**

Chair and Moderator: Maria de Lourdes Vazquez, Professor of Intellectual Property Law, Department of Law, San Andres University, Argentina

The “Artificial Inventor” as a New Category in the Patent System

Speaker: Luz Sanchez, Lecturer, Faculty of Business and Law, Catholic University of Murcia, Spain

Artificial Intelligence Challenges for Copyright and Patent Laws

Speaker: Enrico Bonadio, Senior Lecturer, School of Law, City University London, UK

Inventorship and Entitlement of 4th Industrial Revolution Generated Inventions

Speaker: Francesca Mazzi, Ph.D. Candidate, School of Law, Queen Mary University of London, UK

From Augmenting to Automating: How Inventive Machines Will Change Inventive Step

Speaker: Ryan Abbott, Professor of Law and Health Sciences, School of Law, University of Surrey, UK; Adjunct Assistant Professor of Medicine, David Geffen School of Medicine, University of California, Los Angeles, USA

9.35 – 11.15

**Parallel Session 1.c: Intellectual Property and Public Health
Location: Room B**

Chair and Moderator: Bassem Awad, Deputy Director, IP Law and Innovation, Centre for International Governance Innovation, Waterloo, Ontario, Canada

Optimal Term of Patent Protection for New Medical Devices: Preliminary Findings Deriving from New Regulatory Hurdles to Place These Products in the European Market

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

Sharing Genetic Sequence Data for Global Public Health under the Nagoya Protocol to the Convention on Biological Diversity

Speaker: Jerome Reichman, Bunyan S. Womble Professor of Law, Duke Law School, Duke University, USA

The Challenges of IP Law and Data Sharing in the Era of Genomic Medicine

Speaker: Sotiria Kechagia, Scientific Collaborator, Centre for Digital Trust, Federal Polytechnic University of Lausanne; Scientific Collaborator, School of Law, University of Geneva, Switzerland

Orphan Drugs for Treating Rare Diseases in Europe: Understanding the Affordability Challenge

Speaker: Sunita Tripathy, Ph.D. Candidate, European University Institute, Florence, Italy

11.15 – 11.35 **Coffee Break**
Lobby, WIPO (AB) Main Building

PARALLEL SESSIONS (2)

11.35 – 13.15 **Parallel Session 2.a: Intellectual Property, Big Data, and Contracts**
Location: Room A

Chair and Moderator: J. Glynn Lunney, Professor of Law, Texas A&M University School of Law, Fort Worth, USA

Intellectual Property Norms for the Data-driven Economy: Revisiting Limitations and Exceptions for Access and Reuse of Digital Data

Speaker: Maria Vasquez, Ph.D. Candidate, World Trade Institute, University of Bern, Switzerland

Emerging Rules on Data Flows in Preferential Trade Agreements

Speaker: Mira Burri, Senior Lecturer, Faculty of Law, University of Lucerne, Switzerland

Access to Biopharmaceuticals in the Age of Big Data

Speaker: Rajam Neethu, Post- Doctoral Fellow, JUR Centre for Advanced Studies in Biomedical Innovation Law, University of Copenhagen, Denmark

European Copyright Contract Law

Speaker: Agnes Lucas-Schloetter, Reader, Faculty of Law, Ludwig-Maximilian University in Munich, Germany

11.35 – 13.15

Parallel Session 2.b: Focus on Enforcement and Related Issues**Location: Room 0.107 (New Building)**

Chair and Moderator: Uma Suthersanen, Professor of International Intellectual Property Law, School of Law, Queen Mary University London, UK

The Decline of Online Piracy: How Markets – Not Enforcement – Drive Down Copyright Infringement

Speaker: Joost Poort, Associate Professor, Faculty of Law, University of Amsterdam, The Netherlands

Is it Time to Abolish Safe Harbor? When Rhetoric Clouds Policy Goals

Speaker: Yifat Nahmias, Post-Doctoral Research Fellow, Haifa Center for Law & Technology, Faculty of Law, University of Haifa, Israel

Does YouTube Perform Acts of Communication to the Public?

Speaker: Lisa Heinzemann, Lecturer and Post-Doctoral Researcher, Centre Juridique Franco-Allemand, University of Saarland, Germany

Lessons to be Learned from the Development of the EU Right of Communication to the Public

Speaker: Justin Koo, Lecturer, Faculty of Law, University of the West Indies, Trinidad and Tobago

11.35 – 13.15

Parallel Session 2.c: Intellectual Property: Management and Role in Development**Location: Room B**

Chair and Moderator: Justyna Ozegalska-Trybalska, Associate Professor, Intellectual Property Chair, Faculty of Law, Jagiellonian University, Krakow, Poland

How Can Intellectual Property Rights Accelerate Transitions to Sustainability?

Speaker: Viola Prifti, Post-Doctoral Fellow, Faculty of Design & Culture, University of Economics and Applied Sciences, Berlin, Germany

Intellectual Property Protection in Universities

Speaker: Viktoria Hasznos, IP Legal Manager, Directorate for Research Development and Innovation, University of Szeged, Hungary

Intellectual Property as a Key Factor of an Open Science Policy

Speaker: Juan Cordoba-Marentes, Dean and Professor,
Faculty of Law, Universidad de la Sabana,
Colombia

**Does Legal Uncertainty Obstruct the Development of Finance Using
Copyrights as Underlying Collateral?**

Speaker: James M. Heller, Lecturer, Anglo-American
University Law School, Prague, Czech Republic;
Lecturer, Empire State College, State University of
New York, USA

13.15 – 14.15 **Lunch Break**
Location: WIPO Cafeteria

AFTERNOON PROGRAM

PARALLEL SESSIONS (3)

14.20 – 16.00 **Parallel Session 3.a: Copyright: Creativity and Exhaustion**
Location: Room A

Chair and Moderator: Thomas Cottier, Emeritus Professor of Law, Senior
Research Fellow, World Trade Institute, University
of Bern, Switzerland

Joint Authorship

Speaker: Mary LaFrance, IGT Professor of Intellectual
Property Law, William S. Boyd School of Law,
University of Nevada, USA

**The Intent to Create: How to Recalibrate the Copyright's Subject
Matter**

Speaker: Ewa Laskowska, Assistant Professor, Faculty of
Law, Uniwersytet Jagielloński, Poland

**Transferring "Second-Hand Digital Assets": The Debate Formerly
Known as Digital Copyright Exhaustion**

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

**Blockchain Technology and Copyright Exhaustion: New Approaches
Made Possible by Technological Advances**

Speaker: Zoi Michalopoulou, Ph.D. Candidate, Bucerius Law
School, Hamburg, Germany

14.20 – 16.00

Parallel Session 3.b: Patents and Trade Secrets**Location: Room 0.107 (New Building)**

Chair and Moderator: Marco Aleman, Director, Patent Law Division, WIPO

The Future of the Unified Patent Court: Towards Further Integration or Fragmentation in Europe?

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

Trade Secrets Protection in China: Comparison with the USA and the EU

Speaker: Ping Xiong, Senior Lecturer, School of Law, University of South Australia, Australia

Moving Forward on Mandatory SEP/FRAND Arbitration

Speaker: Yu Liu, Ph.D. Candidate, Institute of Brand and Innovation Law, University College London, UK

A Comparative Perspective over FRAND Implementation in China, EU, US, Japan

Speaker: Piergiuseppe Pusceddu, Ph.D. Candidate, School of Law, University of Tilburg, The Netherlands

14.20 – 16.00

Parallel Session 3.c: Trademarks and Geographical Indications**Location: Room B**

Chair and Moderator: Spyros Maniatis, Director, British Institute of International and Comparative Law, UK; Honorary Professor, School of Law, Queen Mary University of London, UK

Trademark Rights and Consumer Perception - The Tension Between a Normative and an Empirical Assessment of Consumer Perception in EU Trademark Law

Speaker: Lotte Anemaet, Ph.D. Candidate, Faculty of Law, Vrije Unversiteit, Amsterdam, The Netherlands

Geographical Indications' Covering the Fields in Europe and Africa: Closing the Gap in Intellectual Property Economic and Creative Power Imbalances-The Continuum

Speaker: Samuel Andrews, Adjunct Professor, Department of Business Administration, Department of Criminal Justice, Albany State University, USA

Comparative Analysis of Legislation Related to Trade Marks in Russia, the Eurasian Economic Union and the European Union

Speaker: Svetlana Kazmina, Director General, United Center for Technology Transfer, Chair in Law, Moscow State Institute of Electronic Engineering, Russia

(Luxury) Trademarks Protection as a Legitimate Justification to Online Sale Restriction under Competition Law

Speaker: Hanna Stakheyeva, Assistant Professor, School of Applied Disciplines, Department of International Trade, Bogazici University, Turkey

16.00 – 16.20 **Coffee Break**
Lobby, WIPO (AB) Main Building

PARALLEL SESSIONS (4)

16.20 – 17.35 **Parallel Session 4.a: Artificial Intelligence and Big Data**
Location: Room A

Chair and Moderator: Frederick Mostert, Professor of Practice, Dickson Poon School of Law, King's College, London

E-Health Algorithms and Intellectual Property Rights in the Big Data Era: a Balanced Regime?

Speaker: H el ene Bruderer, Ph.D. Candidate, School of Law, University of Geneva, Switzerland

Machine Learning and Copyright Law: A Net of Authorship Claims

Speaker: Alina Trapova, Ph.D. Candidate, School of Law, Bocconi University, Italy

AI as a Next Generation Software Developer

Speaker: Dominika Galajdova, Ph.D. Candidate, Institute of Law and Technology, Masaryk University, Czech Republic

16.20 – 17.35 **Parallel Session 4.b: Copyright: Access, Protection, and Human Rights**
Location: Room 0.107 (New Building)

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

Copyright, Human Rights and the Property Logic: Referential Uses in UK and EU Law

Speaker: Guido Westkamp, Professor of Intellectual Property and Comparative Law, School of Law, Queen Mary University London, UK

Development of Legal System of Protection of Phonograms in Uzbekistan: from Berne Convention to Geneva Convention for the Protection of Producers of Phonograms Against Unauthorized Duplication of their Phonograms

Speaker: Madina Tursunova, Lecturer, Faculty of Law, Tashkent State University, Uzbekistan

The Participation of Digital Users in Copyright Governance: A Bitter-Sweet Story

Speaker: Antonina Bakardjieva, Professor of European Law, Faculty of Law, University of Stockholm, Sweden

16.20 – 17.35

**Parallel Session 4.c: Design
Location: Room B**

Chair and Moderator: Marcus Höpferger, Senior Director, Department for Trademarks, Industrial Designs and Geographical Indications, WIPO

An Empirical Analysis of the Design Case Law of the EU Member States

Speaker: Estelle Derclaye, Professor of Intellectual Property Law, Faculty of Social Sciences, University of Nottingham, UK

Obsolescence by Design: The Apple of Discord

Speaker: Pierre-Emanuel Moyse, Associate Professor and Director, Centre for Intellectual Property Policy, Faculty of Law, McGill University, Montreal, Canada

Reconceptualizing the Design-Copyright Interface. An Innovation-oriented Perspective

Speaker: Thomas Margoni, Senior Lecturer in Intellectual Property and Internet Law, School of Law – CREATE Centre, University of Glasgow, UK

17.40 – 18.20

**Plenary Session: Relevance of Academic Research in IP
Developments and Policy Making****Location: Room A**

Chair and
Moderator: Jacques de Werra, Professor of Law, School of Law;
Vice-Rector, University of Geneva, Switzerland

Panelists: Antony Taubman, Director, Intellectual Property,
Government Procurement and Competition Division,
World Trade Organization

Coenraad Visser, Professor of Intellectual Property
Law, Faculty of Law, University of South Africa,
Pretoria, South Africa

Irene Calboli, Academic Fellow, Professor of Law,
Texas A&M University School of Law

Maria de Lourdes Vazquez, Professor of Intellectual
Property Law, Department of Law, San Andres
University, Argentina

Jerome Reichman, Bunyan S. Womble Professor of
Law, Duke Law School, Duke University, USA

Raquel Xalabarder, Chair of Intellectual Property,
Faculty of Law and Political Science, Universitat
Oberta de Catalunya, Barcelona, Spain

18.20 - 18.30

Closing Remarks**Location: Room A**

Sherif Saadallah, Executive Director, WIPO Academy

Irene Calboli, Academic Fellow, School of Law, University of Geneva;
Professor of Law, Texas A&M University School of Law; Fort Worth, USA

END OF DAY 1

Saturday, June 29, 2019

World Trade Organization
Rue de Lausanne 154, Geneva, Switzerland

8.30 – 9.00 Registration and Security Badges: WTO Reception

9.00 – 9.20 **Location: WTO Room W**

Opening remarks by:

Antony Taubman, Director, Intellectual Property, Government Procurement and Competition Division, World Trade Organization

PARALLEL SESSIONS (5)

9.20 – 11.00 **Parallel Session 5.a - Intellectual Property and International Trade**
Location: Room W

Chair and Moderator: Natalie Carlson, Legal Analyst, Intellectual Property, Government Procurement and Competition Division, WTO

Are Foreigners Treated Equally Under TRIPS?

Speaker: Gaetan de Rassenfosse, Assistant Professor, Chair of Innovation and IP Policy, Ecole Polytechnique Fédérale de Lausanne, Federal Polytechnic School of Lausanne, Switzerland

Defining Intellectual Property as an “Investment” in International Investment Law: A Case for Economic Development

Speaker: Ivan Stepanov, Ph.D. Candidate, Faculty of Law, Friedrich Alexander University, Erlangen-Nuremberg, Germany

Intellectual Property Exceptions in International Trade & Investment Agreements: A Transatlantic Perspective

Speaker: Pratyush Nath Upreti, Ph.D. Candidate, School of Law, Sciences Po, Paris, France

Vietnam in the CPTPP: the Trade-off between Trade and Public Health?

Speaker: Vu Van Anh Le, Teaching Fellow in Intellectual Property Law, Centre for Ethics and Law in the Life Sciences, School of Law, Durham University, UK

9.20 – 11.00

Parallel Session 5.b – Copyright and Personality Rights**Location: Room D**

Chair and
Moderator: Anna Tischner, Associate Professor, Chair of
Intellectual Property Law, Faculty of Law and
Administration, Jagiellonian University, Krakow,
Poland

From Engine of Free Expression to Censorship Machine? The Role of Copyright in the New EU Directive on Copyright in the Digital Single Market

Speaker: Martin Senftleben, Professor of Intellectual Property
Law, Faculty of Law, Vrije Universiteit Amsterdam,
The Netherlands

Manifestation Based Protection of the Commercial Interests of the Personality Right

Speaker: Marton Schultz, Ph.D. Candidate, Faculty of Law and
Political Sciences, University of Szeged, Hungary

Towards a Balanced System of Sport Program Protection in China: the Notion of Originality Revisited from the Perspective of Comparative Law

Speaker: Chenguo Zhang, Associate Professor, KobGuan Law
School, Shanghai Jiao Tong University, China

The “Flexible” Copyright Exceptions Introduced in Japan: A Future Model for European Civil Law Countries?

Speaker: Tatsuhiro Ueno, Professor, Faculty of Law and
Deputy Director, Research Center for the Legal
System of Intellectual Property, Waseda University,
Japan

9.20 – 11.00

Parallel Session 5.c - Pharmaceuticals, Health Technologies, and Competition Law**Location: Room E**

Chair and
Moderator: Jayashree Watal, Counsellor, Intellectual Property,
Government Procurement and Competition Division,
WTO

Health Technologies, Market Exclusivities and Abuse of Dominance: Methodology and Structure for Competition Law Enforcement

Speaker: Frederick Abbott, Edward Ball Eminent Scholar
Professor of International Law, School of Law,
Florida State University, USA

Promoting Public Health Through Competition Law and Policy: A Panacea for Access to Medicines?

Speaker: Duncan Matthews, Professor of Intellectual Property Law and Director of the Queen Mary Intellectual Property Research Institute, School of Law, Queen Mary University of London, UK

Compulsory Licensing for Pharmaceutical Products in Russia and the CIS Countries: Historical Perspective and Current Status

Speaker: Anna Pilicheva, Administrative Director and Open Innovation in Science Manager, Ludwig Boltzmann Institutes, Austria

Excessive Pharmaceutical Prices as an Abuse of IP Rights in European Competition Law

Speaker: Behrang Kianzad, Ph.D. Fellow, Faculty of Law, University of Copenhagen, Denmark

11.00 – 11.20

Coffee Break
Location: WTO Lob

PARALLEL SESSIONS (6)

11.20 – 13.00

Parallel Session 6.a – Copyright Law: Focus on Liabilities and Intermediaries
Location: Room W

Chair and Moderator: Coenraad Visser, Professor of Intellectual Property Law, Faculty of Law, University of South Africa, Pretoria, South Africa

A New Standard of Copyright Liability for Social Media and User-Generated Content Platforms in Europe: Rationale, Challenges and its Impact on Authors' Remuneration and Transatlantic Relationships

Speaker: Giuseppe Mazziotti, Assistant Professor, School of Law, Trinity College, Dublin, Ireland

Intelligent Systems, Responsible Intermediaries, and the Evolving Law of the Platform

Speaker: Justin Hughes, Hon. William Matthew Byrne, Jr. Chair and Professor of Law, Loyola Law School, Los Angeles, USA

**ISP Liability Schemes in the EU for Online Content Dissemination -
New Rules in the AVMS Directive and the DSM Directive**

Speaker: Branka Marusic, LL. D. Candidate, Faculty of Law,
Stockholm University, Sweden

11.20 – 13.00

**Parallel Session 6.b – Comparative Aspects of Intellectual Property
Location: Room D**

Chair and Moderator: Maegan McCann, Legal Affairs and Technical
Assistance Officer, Intellectual Property, Government
Procurement and Competition Division, WTO

**Legal Transplant and IP Regimes in West Africa: Failures, Lack of
Implementation, and the Way Forward**

Speaker: Juliet Ogbodo, Ph.D. Candidate, School of Law,
University of Eastern Finland, Finland

**The Construction of China's IP Guiding Cases System-Borrowing
Ideas from Judicial Precedents of European Courts**

Speaker: Xianwei Zhang, Assistant Professor, School of Law,
Shenzhen University, China

**Traditional Knowledge Protection between Global Institutions and
Local Communities: Transits and Disruptions between Geneva and
the Brazilian Amazon**

Speaker: Vitor Ido, Ph.D. Candidate, Law School of Ribeirão
Preto, University of São Paulo, Brazil

**The EU and Russian Patent System: Comparison and Future
Cooperation**

Speaker: Darya Soldatenko, Lecturer, International Law
School, Moscow State Institute of International
Relations University, Russia

11.20 – 13.00

**Parallel Session 6.c – Intellectual Property and Conflicts of Law
Location: Room E**

Chair and Moderator: Marketa Trimble, Samuel S. Lionel Professor of
Intellectual Property Law, William S. Boyd School of
Law, University of Nevada, USA

**The Free Movement of Intellectual Properties within the European
Union: Origins, Developments, Prospects**

Speaker: Stephane Lalanne, Senior Lecturer, Department of
Law and Criminology, Sheffield Hallam University,
UK

Deconstruction of (EU) IP Norm Export

Speaker: Anastasiia Kyrylenko, Ph.D. Candidate, Faculty of Law, University of Alicante, Spain

Conflicts of Laws on Intellectual Property in the Digital World: EU, Russia, Kazakhstan and China Regulations

Speaker: Valeriy Lisitsa, Professor and Head of Department of Business Law, Civil and Arbitration Procedures, Novosibirsk State University, Russia

Redefining Territoriality: The Role of Private International Law in Cross-Border Patent Dealings

Speaker: Qi Jun Kwong, Ph.D. Candidate, Graduate Law School, Nagoya University, Japan

13.00 – 13.10

Closing Remarks

Location: Room W

Jacques de Werra, Professor of Law, School of Law; Vice-Rector, University of Geneva, Switzerland

13.10 – 13.20

Group Photo

Location: Lobby

End of Conference

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