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
Word 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 Universiteit, 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: Hélène 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 Höpperger, 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

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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 Lobby

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

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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