



---

## PROGRAM

---

**WIPO-WTO-UNIGE/IPRE/GE/19/INF.1**  
**ORIGINAL: ENGLISH**  
**DATE: JUNE 19, 2019**

## 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**

[End of document]