



Potentially subject to modifications

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 20 to July 1, 2022

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

All classes will be held virtually via Zoom Meetings. All program times are in Geneva time.

Monday, June 20, 2022

10.00 – 10.15 **Welcome addresses** by:

Mr. Joe Bradley, Head, Academic Institutions Program, WIPO Academy

Mr. Jacques de Werra, Professor of Law, University of Geneva (UNIGE)

10.15 – 10.45 **Topic 1 Presentation of the University of Geneva and the Faculty of Law.**

Lecturers: Ms. Monica Patry, Scientific Deputy,
International Relations Office at the University of
Geneva

Mr. Jacques de Werra, Professor of Law,
University of Geneva (UNIGE)

10.45 – 11.00 Break

11.00 – 11.45 **Topic 2 Presentation of the Summer School Program and Organization of the Groups for the Group Projects**

Lecturer: Ms. Irene Calboli, Professor, A&M University
School of Law, Academic Fellow, University of
Geneva

11.45 – 13.00 Lunch Break

13.00 – 14.00 **Topic 3 Setting the Scene: Intellectual Property Between Global Opportunities and Challenges**

Lecturer: Mr. Edward Kwakwa, Assistant Director General,
Global Challenges and Partnerships Sector,
WIPO

Tuesday, June 21, 2022

Video on Copyright and SMEs

<https://c.connectedviews.com/05/SitePlayer/wipo/?session=111882>

SECTION I COPYRIGHT AND RELATED RIGHTS

10.00 – 11.00 **Topic 4 Copyright Businesses in the Digital Age**

Lecturer: Mr Paolo Lanteri, Legal Counsellor, Copyright
Law Division, WIPO

11.00 – 11.15 Break

11.15 – 12.15 **Topic 5 Recent Trends in the Copyright System**

Lecturer: Ms. Geidy Lung, Senior Counsellor, Copyright
Law Division, WIPO

12.15 – 13.30 Lunch Break

SECTION II PATENTS AND INNOVATION

Videos on how the Patent System helps people protect their inventions

https://www.youtube.com/watch?v=Bzwnqd0leAg&list=PLsm_LOEppJazLtJAO36wicfpLsyzxp0YL&index=11

https://www.youtube.com/watch?v=3ujcjlW8GVE&list=PLsm_LOEppJazLtJAO36wicfpLsyzxp0YL&index=8

https://www.youtube.com/watch?v=cv4y4vcWerc&list=PLsm_LOEppJazLtJAO36wicfpLsyzxp0YL&index=4

13.30 – 14.30 **Topic 6 Business and Entrepreneurship in the IP & Innovation Ecosystem**

Lecturer: Ms. Tamara Nanayakkara, Counsellor, IP for
Business Division, WIPO

14.30 – 14.45 Break

14.45 – 15.45 **Topic 7 Latest International developments in Patents**

Lecturer: Ms. Tomoko Miyamoto, Head, Patents and
Treaties Law Section, Patent and Technology
Law Division, WIPO

Wednesday, June 22, 2022

10.00 – 11.00 **Topic 8 The Patent Cooperation Treaty (PCT) – from a business perspective**

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

11.00 – 11.15 Break

SECTION III BRANDS

- 11.15 – 12.15 **Topic 9 Trademarks and Brands: from tangible title to intangible assets**
- Lecturer: Mr. Marcus Höpperger, Senior Director,
Department for Trademarks, Industrial Designs
and Geographical Indications, WIPO
- 12.15 – 13.30 Lunch Break
- 13.30 – 14.30 **Topic 10 Use of Trademark on the Internet: Keeping Customer Trust**
- Lecturer: Ms. Violeta Ghetu, Legal Officer, Policy and
Legislative Advice Section, Department for
Trademarks, Industrial Designs and
Geographical Indications, WIPO
- Mr Clay Entsminger, Associate Legal Officer,
Internet Dispute Resolution Section, WIPO
Arbitration and Mediation Center
- 14.30 – 14.45 Break
- SECTION IV OTHER INTELLECTUAL PROPERTY RIGHTS**
- 14.45 – 15.45 **Topic 11 Graphical User Interfaces: Designs for Connected People**
- Lecturer: Marina Foschi, Senior Legal Officer, Policy and
Legislative Advice Section, Department for
Trademarks, Industrial Designs and
Geographical Indications, WIPO
- Thursday, June 23, 2022
- 10.00 – 11.00 **Topic 12 Trade Secrets: Issues and Best Practices**
- Lecturer: Mr. Diego Vergani, European and Swiss Patent
Attorney, Geneva
- 11.00 – 11.15 Break
- 11.15 – 12.15 **Topic 13 Intellectual Property and Traditional Knowledge, Traditional
Cultural Expressions and Genetic Resources**
- Lecturer: Mr. Simon Legrand, Counsellor, Traditional
Knowledge Division, WIPO
- 12.15 – 13.30 Lunch Break
- 13.30 – 14.45 **Topic 14 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, Professor, A&M University
School of Law, Academic Fellow, University of
Geneva

14.45 – 15.00 Break

15.00 – 16.00 **Introduction to the group projects**

Lecturer: Ms. Irene Calboli, Professor, A&M University
School of Law, Academic Fellow, University of
Geneva

Friday, June 24, 2022

10.00 – 11.45 **Group projects**

Group I: **University Technology Transfer**

Coordinator: Mr. Antoine Roth / Mr. Matthias Kuhn,
UNITEC/UNIGE

Group II: **Cybersecurity & IPRs**

Coordinator: Ms. Sotiria Kechagia, Center for Digital Trust,
EPFL

Group III: **IP & Music Industry**

Coordinator: Ms. Maria de Lourdes Vazques, Dean and
Professor, Universidad de San Andres, Buenos
Aires

Group IV: **Trade Secret Management and Practice**

Coordinator: Ms. Nari Lee, Professor, Hanken School of
Economics

Group V: **Trademark Management Strategies**

Coordinator: Dr. Gregor Versondert, Director & Assistant
General Counsel Procter & Gamble International

Operations SA, Geneva/MARQUES Council
Member (www.marques.org)

Group VI: **IP in the Fashion & Luxury Industry**

Coordinator: Prof. Irene Calboli, Professor, A&M University
School of Law, Academic Fellow, University of
Geneva

11.45 – 13.00 Lunch Break

13.00 – 15.00 Group projects

Monday, June 27, 2022

SECTION V IP PRACTICE & IP CAREERS

10.00 – 11.00 **Topic 15 Practicing IP Law in a Global Company: Trends and Perspectives**

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

11:00 – 11.15 Break

11.15 – 12:15 **Topic 16 The Impact of Artificial Intelligence on Intellectual Property Law and Practice**

Lecturer: Ms. Kseniia Gygax, Associate Policy Officer on
Artificial Intelligence and Data, IP and Frontier
Technologies Division, WIPO

12.15 – 13.30 Lunch Break

Public event Geneva IP Summer School Alumni & IP Career forum

13.30 – 13.45 Welcome & Introduction

Mr. Joe Bradley, Head, Academic Institutions Program, WIPO Academy

Mr. Jacques de Werra, Professor of Law, University of Geneva (UNIGE)

13:45 – 15.15 **Topic 17 Career Stories of IPSS Alumni**

Laura Castillo, Dominican Republic, IPSS 2021

Michaela Cerullo, Italy, IPSS 2019

Rashi Punia, India, IPSS 2017 (LLM Stanford Law School 2022)

Pedro Tavares, Brazil, IPSS 2013

[+ IPSS alumnus/a at WIPO]

- 15.15 – 15.30 Break
- 15.30 – 16.00 **IP Job Market and IP Careers: Tips and Opportunities**
Informal Discussions in breakout Sessions with the IPSS Alumni
- 16.00 – 16.15 **Closing** (plenary)
Mr. Jacques de Werra, Professor of Law, University of Geneva (UNIGE)

Tuesday, June 28, 2022

SECTION VI IP TRANSACTIONS

- 10.00 – 11.00 **Topic 18 Licensing and Technology Transfer**
Lecturer: Mr. Theo Stamatiadis, Executive Counsel, IP – General Electric Company
- 11.00 – 11.15 Break
- 11.15 – 12.15 **Topic 19 IP Licensing Exercise**
Lecturer: Mr. Theo Stamatiadis, Executive Counsel, IP – General Electric Company
- 12.15 – 13.30 Lunch Break
- 13.30 – 16.00 **Topic 19 IP Licensing Exercise**
Lecturer: Mr. Theo Stamatiadis, Executive Counsel, IP – General Electric Company

Wednesday, June 29, 2022

SECTION VII IP AND COMPETITION

- 10.00 – 11.00 **Topic 20 IP & Antitrust Policy**
Lecturer: Mr. Adrien Alberini, Attorney-at-Law, Geneva
- 11.00 – 11.15 Break
- 11.15 – 12:15 **Topic 21 Interactions between IP & Unfair Competition Law**
Lecturer: Mr. Adrien Alberini, Attorney-at-Law, Geneva
- 12.15 – 13.30 Lunch Break

SECTION VIII CONTEMPORARY GLOBAL IP CHALLENGES**13.30 – 14.45 Topic 22 Protecting and Managing Biotechnology & Plant Innovation**

Lecturer(s): Mr. Jean-Christophe Galloux, Professor, University of Paris II (Pantheon-Assas) / Ms. Yolanda Huerta-Casado, Legal Counsel and Director of Training and Assistance, UPOV

14.45 – 15.00 Break

15.00 – 16.00 Topic 23 IP & Public Health: Issues and Challenges

Lecturer: Mr. Jhon Carmona, Head, Global Health, Global Challenges Division, WIPO

Thursday, June 30, 2022

09.00 – 10.00 Topic 24 State-to-State IP Dispute Settlement: World Trade Organization (WTO) Cases

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

SECTION IX IP ENFORCEMENT AND IP DISPUTE RESOLUTION MECHANISMS**10.00 - 11.00 Topic 25 IP Enforcement Challenges in the On-line World**

Lecturer: Mr. Yaniv Benhamou, Professor of Law, UNIGE, Geneva

11.00 – 11.15 Break

11.15 – 12.15 Topic 26 Enforcement of IPRs

Lecturer: Mr. Xavier Vermandele, Senior Legal Counsellor, Building Respect for IP Division, WIPO

12.15 – 13.30 Lunch Break

13.30 – 14.45 Topic 27 Alternative Dispute Resolution (ADR) / Arbitration of IP Disputes

Lecturers : Mr. Jacques de Werra, Professor of Law, University of Geneva (UNIGE)

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

Friday, July 1, 2022

SECTION X FINAL SESSION

9.15 – 10.45 Presentation of Group Reports

Chair: Ms. Irene Calboli, Professor, A&M University
School of Law, Academic Fellow, University of
Geneva.

10.45 – 11.00 Break

11.00 – 12.15 Presentation of Group Reports (continued)

12.15 – 13.30 Lunch Break

13.30 – 15.30 Panel discussion: Recent Trends and Hot Topics for IP Students and Practitioners

Chair: Ms. Irene Calboli, Professor, A&M University
School of Law, Academic Fellow, University of
Geneva.

Panelists: Mr. Yann Basire, Director General CEIPI and
Professor, University of Strasburg

Mr. Henning Grosse Ruse-Khan, Professor,
Centre for Intellectual Property and Information
Law, Cambridge University

Ms. Caroline B Ncube, Research Chair in
Intellectual Property, Innovation and Development
in the Department of Commercial Law at the
University of Cape Town (UCT) and Professor,
South Africa

Ms. Eleonora Rosati, Director of the Institute for
Intellectual Property and Market Law (IFIM) and
Professor, Stockholm University

15.30 – 15.45 Break

15.45 – 16.45 Evaluation and Closing Address

Mr. Joe Bradley, Head, Academic Institutions Program, WIPO Academy

Mr. Jacques de Werra, Professor of Law, University of Geneva
