



WIPO-University of Geneva Summer School on Intellectual Property

organized by
the World Intellectual Property Organization (WIPO)

and
the University of Geneva (UNIGE)

Geneva, June 26 to July 7, 2017

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

Venue for 1st Week: WIPO Headquarters, Conference Room A

Monday, June 26, 2017

- 8.45 – 9.15 Registration and administrative matters
- 9.15 – 9.45 Introduction of participants
- 9.45 – 10.00 Welcome addresses by:
- Mr. Sherif Saadallah, Executive Director, World Intellectual Property Organization (WIPO) Academy, Geneva
- Mr. Jacques de Werra, Professor and Vice-Rector, University of Geneva (UNIGE), Geneva
- 10.00 – 10.45 **Topic 1 Presentation of UNIGE**
- Lecturers: Mrs. Christine Chappuis, Professor and Dean, Faculty of Law, UNIGE
- Mr. Vittorio Mainetti, Scientific Deputy, International Relation Office, UNIGE
- 10.45 – 11.00 Coffee Break
- 11.00 – 11.30 Group Photo
- 11.30 – 11.45 **Topic 2 Introduction to WIPO Academy**
- Lecturer: Mr. Joe Bradley, Head, Academic Institutions Program, WIPO Academy
- 11.45 – 12.30 Tour of WIPO and Visit to the WIPO Library
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.30 **Topic 3 Overview of Intellectual Property (IP) and Current and Emerging Issues**
- Lecturer: Prof. Irene Calboli, Singapore Management University School of Law and Texas A&M
- 16:00 – 18:00 Visit to the UN
- 18.30 Reception at WIPO

Tuesday, June 27, 2017

SECTION I COPYRIGHT AND RELATED RIGHTS

Joint session of the Internet L@w Summer School and of the WIPO-Unige Summer School

9.00 – 10.15 **Topic 4 Sale and Licensing of Content Online**

Lecturer: Mr. Chris Bavitz, Managing Director, Cyberlaw Clinic, Berkman Center for Internet and Society, Clinical Professor, Harvard Law School, Boston, United States of America

10.15 – 10.30 Coffee Break

10.30 – 12.00 **Topic 5 Sale and Licensing of Content Online (II)**

Lecturer: Mr. Chris Bavitz

12.30 – 14.00 Lunch Break

14.00 – 15.15 **Topic 6 IP and the Future of Internet**

Lecturer: Mr. Yaniv Benhamou, PhD in Law, Attorney-at-Law, Lecturer, Faculty of Law, UNIGE

End of the Joint session of the Internet L@w Summer School and of the WIPO-Unige Summer School.

15.15 – 15.30 Coffee Break

15.30 – 15.45 Election of Representatives

15.45 – 17.15 **Topic 7 Update on Copyright Activities at WIPO**

Lecturer: Mr. Paolo Lanteri, Legal Officer, Copyright Law Division, Copyright and Creative Industries Sector, WIPO

Venue: Uni Dufour – U300

18.00 – 21.00 Geneva Summer School Inaugural Lecture & Reception

Wednesday, June 28, 2017

SECTION II PATENT AND INNOVATION

9.00 – 10.15 **Topic 8 International Patent Protection**

Lecturer: Mr. Cyrill P. Rigamonti, Attorney-at-Law, Tenured Professor, Faculty of Law, University of Bern

10.15 – 10.30 Coffee Break

10.30 – 12.00 **Topic 9 Usefulness of Patent Information: A Strategic Approach**

Lecturer: Mr. Andrew Czajkowski, Head, Innovation and Technology Support Section, Access to Information and Knowledge Division, Global Infrastructure Sector, WIPO

12.00 – 14.00 Lunch Break

14.00 – 15.30 **Topic 10 The Patent Cooperation Treaty (PCT) and its Advantages**

Lecturer: Mr. Matthew Bryan, Director, Patent Cooperation Treaty (PCT) Legal Division, Patents and Technology Sector, WIPO

15.30 – 16.00 Coffee Break

16.00 – 17.00 **Topic 11 Patents and Innovation**

Lecturer: Mr. Matthew Rainey, Director Advisor, WIPO Academy

Thursday, June 29, 2017

SECTION III BRANDS

9.00 – 10.15 **Topic 12 Strategic Use of the International Trademark Registration System**

Lecturer: Ms. Tetyana Badoud, Senior Legal Officer, Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

10.15 – 10.45 Coffee Break

10.45 – 12.00 **Topic 13 Current Issues in Trademark Law: International Level**

Lecturer: Ms. Noelle Moutout, Associate Legal Officer, Trademark Law Section, Law and Legislative Advice Division, Brands and Designs Sector, WIPO

12.00 – 14.00 Lunch Break

SECTION IV LEGAL CHALLENGES OF ONLINE BUSINESSES

Venue: University of Geneva, Faculty of Law, Uni-mail, Room R080

Joint session of the Internet L@w Summer School and of the WIPO-Unige Summer School

14.00 – 15.15 **Topic 14 Data Protection Issues in a Global Acting e-Commerce Company**

Lecturer: Mrs. Anna Zeiter, Head of Data Protection, EU Marketplaces, eBay International AG

15.15 – 15.45 Coffee Break

15.45 – 17.00 **Topic 15 Managing Legal Risks of Online Business Activities: Perspectives of a Global Internet Companies**

Lecturer: Mr. Ulrich Sachs, Legal Counsel, Google Switzerland GmbH

Friday, June 30, 2017

SECTION IV OTHER AREAS OF INTELLECTUAL PROPERTY

9.00 – 10.30 **Topic 16 Trade Secrets: Issues and Best Practices**

Lecturer: Mr. Diego Vergani, European and Swiss Patent Attorney, Geneva

10.30 – 11.00 Coffee Break

11.00 – 12.15 **Topic 17 The Protection of Plant Varieties and the International Union For the Protection of New Varieties of Plants (UPOV)**

Lecturers: Ms. Yolanda Huerta-Casado, Legal Counsel, UPOV

Mr. Philippe Benjamin Rivoire, Technical Officer, UPOV

12.15 – 14.00 Lunch-Break

- 14.00 – 15.15 **Topic 18 Intellectual Property Options for Protecting and Branding Origin-based products**
- Lecturers: Ms. Marina Foschi, Legal Officer, Design and Geographical Indication Section, Law and Legislative Advice Division, Brands and Designs Sector, WIPO
- Ms. Florence Rojal, Senior Legal Officer, Lisbon Registry, Law and Legislative Advice Division, Brands and Designs Sector, WIPO

15.15 – 15.45 Coffee Break

- 15.45 – 17.00 **Topic 19 Design Protection and its Interface with Other IP Areas**
- Lecturer: Ms. Marina Foschi

Venue for 2nd Week: Unige, Faculty of Law, Room R080

Monday, July 3, 2017

SECTION V IP AS A BUSINESS ASSET

- 9.00 – 10.00 **Topic 20 IP Economics and Statistics**
- Lecturer: Ms. Maryam Zehtabchi, Project officer, Innovation Economics Section, Economics and Statistics Division, WIPO
- 10.00 – 10.30 Coffee Break
- 10.30 – 12.00 **Topic 21 Licensing and Technology Transfer**
- Lecturer: Mr. Theo Stamatiadis, Senior Legal Counsel, GE, Switzerland
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.30 **Topic 22 IP Valuation and Management**
- Lecturer: Mr. Theo Stamatiadis
- 14.30 – 15.00 Coffee Break
- 15.00 – 17.00 **Topic 23 IP Licensing Exercise**
- Lecturer: Mr. Theo Stamatiadis

Tuesday, July 4, 2017

SECTION VI IP AND COMPETITION

8.30 – 10.30 **Topic 24 IP and Antitrust Policy**

Lecturer: Mr. Adrien Alberini, PhD in Law, Attorney-at-Law,
Geneva

10.30 – 11.00 Coffee Break

11.00 – 12.15 **Topic 25 IP and Unfair Competition Policy**

Lecturer: Mr. Adrien Alberini

12.30 – 14.00 Lunch Break

SECTION VII GROUP PROJECTS

14.00 – 17.00 Group I: **University Technology Transfer**

Coordinator: Mr. Laurent Mieville, Head of the Technology
Transfer Office UNITEC, UNIGE

Group II: **Emerging Issues in Copyright**

Coordinator: Mr. Sevan Antreasyan, PhD in Law, Attorney-at-
Law, Geneva

Group III: **Management of Trade Secrets**

Coordinator: Mr. Guriqbal Singh Jaiya, Director-Advisor,
Management, Strategic Planning and
Coordination, WIPO Academy

Group IV: **Current IP Issues of Biotechnology**

Coordinator: Mr. Pierre Heuzé, IP Associate, AC Immune SA

17.00 – 18.00 Preparation of the Group Reports

18.00 Reception at UNIGE

Wednesday, July 5, 2017

Section VIII CONTEMPORARY GLOBAL IP CHALLENGES

9.00 – 10.15 **Topic 26 IP and Public Health: Issues and Challenges**

Lecturer: Mr. Hans Georg Bartels, Senior Program Officer,
Global Challenges Division, Global Issues
Sector, WIPO

- 10.15 – 10.45 Coffee Break
- 10.45 – 12.00 **Topic 27 Multi-territorial IP Dispute Settlement: World Trade Organization (WTO) Cases**
- Lecturer: Mr. Anthony Taubman, Director IP Division, WTO, Geneva
- 12.00 – 14.00 Lunch Break
- 14.00 – 15.30 **Topic 28 Protecting IP Globally: IP Management in a Food and Beverage Company**
- Lecturer: Mr. Cornelis Schüller, Group Head of Patents and Assistant Vice-President of Nestlé SA
- 15.30 – 15.45 Coffee Break
- 15.45 – 17.00 **Topic 29 Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions – Towards a Suitable Protection System**
- Lecturer: Mr. Shakeel Bhatti, Counsellor, Traditional Knowledge Division, Department for Traditional Knowledge and Global Challenges, WIPO

Thursday, July 6, 2017

SECTION IX IP ENFORCEMENT

- 8.30 – 10.00 **Topic 30 Enforcement of IPRs**
- Lecturer: Mr. Yaniv Benhamou
- 10.00 – 10.30 Coffee Break
- 10.30 – 12.00 **Topic 31 IP and online jurisdiction**
- Lecturer: Mr. Gian Paolo Romano, Professor and Mr. Michel Reymond, PhD in Law, Lecturer, Faculty of Law, UNIGE
- 12.00 – 14.00 Brown Bag Lunch - Technology transfer Office
- 14.00 – 15.15 **Topic 32 Alternative Dispute Resolution in IP Disputes**
- Lecturer: Ms. Heike Wollgast, Senior Legal Officer, IP Disputes Management Section, WIPO Arbitration and Mediation Center
- 15.15 – 15.30 Coffee Break

15.30 – 17.00 **Topic 33 Uniform Domain Name Dispute Resolution Policy (UDRP) and
Uniform Rapid Suspension System (URS)**

Lecturer: Ms. Fernanda Varella Beser, Fellow, Internet
Dispute Resolution Section, WIPO Arbitration
and Mediation Center

Friday, July 7, 2017

SECTION X FINAL SESSION

9.00 – 10.15 Presentation of Group Reports

10.15 – 10.30 Coffee Break

10.30 – 11.00 Presentation of Group Reports (II)

11.00 – 12.00 Evaluation and Closing