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WIPO-UNIGE/ACAD/19/INF.1
ORIGINAL: ENGLISH
DATE: JUNE 13, 2019

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 24 to July 5, 2019

PROGRAM

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

Venue for 1st Week: WIPO Headquarters, New Conference Hall

Monday, June 24, 2019

- 8.30 – 9.00 Registration and administrative matters
- 9.00 – 9.45 Introduction of participants and introduction to the Summer School (note: splitting up in groups etc.)
- 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 – 10.30 **Topic 1 Presentation of the University of Geneva**
- Lecturers: Prof. Jacques de Werra, Professor and Vice-Rector, UNIGE
- Mrs. Monica Patry, Scientific Deputy, International Relation Office, UNIGE
- 10.30 – 10.45 Group Photo and Coffee Break
- 10.45 – 11.15 **Topic 2 Introduction to WIPO Academy/WIPO Library**
- Lecturers: Ms. Maria Stella Ntamark, Academic Institutions Program, WIPO Academy
- Ms. Lise McLeod, Head, Library and Publication Distribution Section, Communications Division, WIPO
- 11.15 – 12.30 Tour of WIPO and Visit to the WIPO Library (Group I)
- 12.30 – 14.00 Lunch Break
- 14.00 – 14.45 **Topic 3 Introduction to Intellectual Property: Challenges and Opportunities in the Global Economy**
- Lecturer: Prof. Irene Calboli, Professor, Texas A&M University School of Law, Academic Fellow, University of Geneva
- 14.45 – 15.30 **Topic 4 Intellectual Property and United Nations Sustainable Development (SDG)**
- Lecturer: Mr. Ridha Bouabid, Special Representative of the Director General on the UN SDGs

15.30 – 15.45 Coffee Break

15.45 – 17.00 Tour of WIPO and Visit to the WIPO Library (Group II)

SECTION I COPYRIGHT AND RELATED RIGHTS

Tuesday, June 25, 2019

9.00 – 10.15 **Topic 5 Copyright Challenges in the Digital Age**

Lecturer: Prof. Maria de Lourdes Vazques, *Universidad de San Andres*, Buenos Aires

10.15 – 10.45 Coffee Break

10.45 – 12.00 **Topic 6 Update on Copyright Activities at WIPO**

Lecturer: Ms. Michele Woods, Director, Copyright Law Division, Copyright and Creative Industries Sector, WIPO

12.00 – 13.00 Lunch Break

SECTION II PATENT AND INNOVATION

13.00 – 14.15 **Topic 7 International Patent Protection**

Lecturer: Mr. Marco Aleman, Director, Patent Law Division Patents and Technology Transfer Sector, WIPO

14.15 – 15.30 **Topic 8 Technological Standards and Patents**

Lecturer: Prof. Duncan Matthews, Professor, Director of the Queen Mary Intellectual Property Research Institute, London

15.30 – 16.00 Coffee Break

SECTION III BRANDS

16.00 – 17.15 **Topic 9 International Trademark Protection**

Lecturer: Ms. Marina Foschi, Legal Officer, Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications, WIPO

Wednesday, June 26, 2019

9.00 – 10.15 **Topic 10 Trademark Protection and Enforcement Strategies: the Perspective of a Global Luxury Brand**

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

10.15 – 10.45 Coffee Break

SECTION IV OTHER IP RIGHTS

10.45 – 12.00 **Topic 11 Design Protection**

Lecturer: Ms. Marina Foschi, WIPO

12.00 – 13.15 Lunch Break

13.15 – 14.30 **Topic 12 Trade Secrets: Issues and Best Practices**

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

14.30 – 15.00 Coffee Break

15.00 – 16.15 **Topic 13 Geographic Indications**

Lecturers: Ms. Marie Paule Rizo, Head, Policy and
Legislative Advice Secion, Department for
Trademarks, Industrial Designs and
Geographical Indications, WIPO

Prof. Irene Calboli

Thursday, June 27, 2019

Venue: Conference Room B

9.00 – 10.15 **Topic 14 IP and Unfair Competition**

Lecturer: Dr. Adrien Alberini, Attorney-at-law, Geneva

10.15 – 10.45 Coffee Break

10.45 – 12.00 **Topic 15 Design Protection Strategies**

Lecturer: Dr. Michael Ritscher, Attorney-at-law, Zurich

12.00 – 13.15 Lunch Break

SECTION V GROUP PROJECT

Venue: New Conference Hall

13.15 - 13.45 **Introduction to the group projects**

Supervision of the group projects: Prof. Irene Calboli

13.45 – 16.30 Group I: **University Technology Transfer**

Coordinator: Mr. Bernard Denis, Knowledge Transfer Senior
Adviser, Intellectual Property Management and
KT Policies Section, CERN

Group II: **Digital Copyright Challenges**

Coordinator: Prof. Maria de Lourdes Vazques, Universidad de
San Andres, Buenos Aires

Group III: **Artificial Intelligence and Patent Law**

Coordinator: Ms. Ana Andrijevic, Research and Teaching
Assistant, UNIGE

Group IV: **IP & Data in the Health Industry**

Coordinator: Ms. Sotiria Kechagia, Research and Teaching
Assistant, UNIGE

Group V: **Trademark & Design Protection in the Fashion industry**

Coordinator: Ms. Hélène Bruderer, Research and Teaching
Assistant, UNIGE

Group VI: **IP Protection in the Food and Beverage Industry**

Coordinator: Prof. Irene Calboli

Group VII: **Compulsory Licenses and Patents**

Coordinator: Prof. Duncan Matthews

16.30 – 16.45 Coffee Break

16.45 – 18.00 Time for the Group Project / Group Reports

SECTION VI Works-In-Progress Conference « IP Researchers Europe » (IPRE)

Friday, June 28, 2019: **Day 1 IPRE (WIPO)**

Saturday, June 29, 2019: **Day 2 IPRE (WTO)**

WEEK 2

Venue for 2nd Week: Unige, Faculty of Law

Monday, July 1, 2019

Venue: Unige, Faculty of Law, Room MR080

SECTION VII: IP Practice & IP Careers

10.40 Welcome at the University of Geneva (Prof. Jacques de Werra)

10.45 – 12.00 **Topic 16 The Impact of Artificial Intelligence on Intellectual Property Law and Practice**

Lecturer: Mr. Yoshiyuki Takagi, Assistant Director General,
Global Infrastructure Sector, WIPO

12.00 – 14.00 Lunch Break

14.00 – 16.00 **Topic 17** Presentations by three alumni of the IPSS

Privacy/data protection and IP: a Brazilian Perspective

Presenter: Mr. Benny Spiewak, Attorney-at-law, Brazil

IP Stories from Goodwall: a Fast Growing Tech Startup

Presenter: Mr. Omar Bawa, Co-founder of Goodwall

Developing IP Strategies

Presenter: Ms. Veronica Badar, SMEs and Entrepreneurship
Support Division, Department for Transition and
Developed Countries, WIPO

16.00 – 16.15 Coffee Break

16.15 – 16.45 **Introduction to the Panel: Practising IP Law in a Global Company: Trends and Perspectives**

Lecturer: Ms. Stéphanie di Palma, IP Counsel, Chanel Sàrl Switzerland

16.45 – 18.00 **Panel discussion: IP Job Market and IP Careers (chair: Prof. Jacques de Werra)**

Ms. Veronica Badar

Mr. Omar Bawa

Ms. Stéphanie di Palma

Prof. Jean-Christophe Galloux, University of Paris II (Panthéon-Assas)

Prof. Pierre-Emmanuel Moyses, Associate Professor Director, Centre for Intellectual Property Policy, McGill University

Mr. Benny Spiewak

Mr. Theo Stamatiadis, Senior Legal Counsel, GE, Switzerland

18.30 – 20.00 **Cocktail reception**

SECTION VIII: IP Management and commercialization

Tuesday, July 2, 2019

9.00 – 10.15 **Topic 18 Protecting and Managing Biotechnology & Plant Innovation**

Lecturer: Prof. Jean-Christophe Galloux

10.15 – 10.45 Coffee Break

10.45 – 12.30 **Topic 19 Licensing and Technology Transfer and Introduction to IP Licensing Exercise**

Lecturer: Mr. Theo Stamatiadis

12.30 – 13.45 Lunch Break

13.45 – 16.45 **Topic 20 IP Licensing Exercise**

Lecturer: Mr. Theo Stamatiadis

16.45 – 17.15 Status of advancement of the Group Project / Group Reports

Wednesday, July 3, 2019

SECTION IX IP ENFORCEMENT AND IP DISPUTE RESOLUTION MECHANISMS

9.00 – 10.30 **Topic 21 Alternative Dispute Resolution (ADR) / Arbitration of IP Disputes**

Lecturers: Prof. Jacques de Werra

Mr. Remi Garros-Quinn, IP Disputes Section, IP Disputes and External Relations Division, WIPO Arbitration and Mediation Center

10.30 – 11.00 Coffee Break

11.00 – 12.15 **Topic 22 Enforcement of IPRs**

Lecturer: Mr. Samer Al-Tarawneh, Legal Counsellor, Capacity Building and Technical Assistance, Building Respect for IP Division, WIPO

12.15 – 13.30 Brown Bag Lunch - Technology Transfer Office

13.30 – 14.45 **Topic 23 IP Enforcement Challenges in the On-line World**

Lecturer: Dr. Yaniv Benhamou, Lecturer UNIGE, Attorney-at-law, Geneva

14.45 – 15.00 Coffee Break

15.00 – 16.15 **Topic 24 Uniform Domain Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension System (URS)**

Lecturer: Mr. Gonzalo Manuel Bleda Navarro, Associate Legal Officer, Internet Dispute Resolution Section, WIPO Arbitration and Mediation Center, WIPO

Thursday, July 4, 2019

Section X CONTEMPORARY GLOBAL IP CHALLENGES

9.00 – 10.15 **Topic 25 IP and Public Health: Issues and Challenges**

Lecturer: Mr. Hans Georg Bartels, Senior Program Officer, Global Challenges Division, Department for Traditional Knowledge and Global Challenges, WIPO

10.15 – 10.45 Coffee Break

- 10.45 – 12.00 **Topic 26 State-to-State IP Dispute Settlement: World Trade Organization (WTO) Cases**
- Lecturer: Mr. Hannu Wager, Senior Counsellor, Intellectual Property Division, WTO
- 12.00 – 13.15 Lunch Break
- 13.15 – 14.30 **Topic 27 IP Green Technology and Climate Change: Issues and Challenges**
- Lecturer: Ms. Marion Dietterich, Director, Global Challenges Division, WIPO
- 14.30 – 15.00 Coffee Break
- 15.00 – 16.15 **Topic 28 Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions – Towards a Suitable Protection System**
- Lecturer: Ms. Daphné Zografos Johnson, Legal Officer, Traditional Knowledge Division, Department for Traditional Knowledge and Global Challenges, WIPO

Friday, July 5, 2019

SECTION XI FINAL SESSION

Chair: Prof. Irene Calboli

- 8.45 – 9.45 Presentation of Group Reports
- 9.45 – 10.00 Coffee Break
- 10.00 – 11.00 Presentation of Group Reports (II)
- 11.00 – 12.00 Evaluation and Closing

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