



## SUMMER SCHOOL

### **WIPO-University of Geneva Summer School on Intellectual Property**

organized by  
the World Intellectual Property Organization (WIPO)

and  
the University of Geneva (UNIGE)

**Geneva, July 2 to 13, 2012**

*prepared by the International Bureau of WIPO*

WEEK 1

Monday, July 2, 2012

- 9.00 – 9.30 Registration and administrative matters
- 9.30 – 10.00 Introduction of participants
- 10.00 – 10.15 Welcome addresses by:
- Mr. Geoffrey Onyeama, Deputy Director General, WIPO, Geneva
- Mr. Yves Flückiger, Vice-Rector, University of Geneva (UNIGE), Geneva
- 10.15 – 10.45 Coffee Break
- 10.45 – 11.15 Topic 1: Presentation of the University of Geneva
- Lecturers: Mr. Christian Bovet, Professor and Dean, Law School, UNIGE
- Mr. Pierre Willa, Head of the International Relations Office of the University of Geneva
- 11.15 – 11.30 Discussion
- 11.30 – 12.00 Topic 2: WIPO and Panorama of New Developments
- Lecturer: Ms. Catherine Jewell, Senior Information Officer, Publishing Section, Communications Division, WIPO
- 12.00 – 12.30 Discussion
- 12.30 – 14.00 Lunch Break
- 14.00 – 16.30 Study Visit

Tuesday, July 3, 2012

**SECTION I PATENTS AND INNOVATION**

- 9.00 – 10.00 Topic 3: International Patent Setting Today
- Lecturer: Mr. Philippe Baechtold, Director, Patent Law Division, WIPO
- 10.00 – 10.30 Discussion
- 10.30 – 11.00 Coffee Break
- 11.00 – 12.00 Topic 4: Exceptions and Limitations to Patent Rights

Lecturer: Mr. Thomas Henninger, Associate Officer, Patent Law Section, Patent Law Division, WIPO

12.00 – 12.30 Discussion

12.30 – 14.00 Lunch Break

14.00 – 15.00 Topic 5: Patent Information and its Usefulness: A Practical Approach

Lecturer: Mr. Ituku Elangi Botoy, Consultant, Innovation and Technology Support Section, Global Information Service, WIPO

15.00 – 15.30 Discussion

15.30 – 16.00 Coffee Break

16.00 – 17.30 Topic 6: Patents and Nanotechnology: Case Study

Moderator: Mr. Thomas Henninger

Wednesday, July 4, 2012

**SECTION II CULTURE AND CREATIVE INDUSTRIES**

9.00 – 10.00 Topic 7: International Copyright Outlook Today

Lecturer: Mrs. Michelle Woods, Director, Copyright Law Division, WIPO

10.00 – 10.30 Discussion

10.30 – 11.00 Coffee Break

11.00 – 12.00 Topic 8: Exceptions and Limitations to Copyright and Related Rights: Ongoing Debates

Lecturers: Mrs. Geidy Lung, Senior Counsellor, Copyright Law Division, WIPO

Mr. Yahong Li, Professor, Hong Kong University, Hong Kong

12.00 – 12.30 Discussion

12.30 – 14.00 Lunch Break

14.00 – 14.45 Topic 9: Protection of Audiovisual Performances

Lecturer: Mrs. Geidy Lung

14.45 – 15.00 Discussion

15.00 – 15.15 Coffee Break

- 15.15 – 16.00 Topic 10: Collective Management of Copyright and Related Rights:  
Emerging Issues in the Digital Environment
- Lecturer: Mr. David Uwemedimo, Director, Copyright  
Infrastructure Division, WIPO
- 16.00 – 17.30 Topic 11: Copyright Licensing: Case Study
- Moderator: Mr. Victor Vazquez Lopez, Senior Legal  
Counsellor, Copyright Law Division, WIPO

Thursday, July 5, 2012

**SECTION III BRANDS**

- 9.00 – 10.00 Topic 12: International Trademark Landscape
- Lecturer: Ms. Noëlle Moutout, Assistant Legal Officer,  
Trademark Law Section, Trade and Design Law  
Division, WIPO
- 10.00 – 10.30 Discussion
- 10.30 – 11.00 Coffee Break
- 11.00 – 12.00 Topic 13: Internet Domain Name Dispute Resolution
- Lecturer: Ms. Charlotte Spencer, Consultant, Domain  
Name Dispute Resolution Section, WIPO  
Arbitration and Mediation Center
- 12.00 – 12.30 Discussion
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.30 Topic 14: Infringements and Abuses of Marks on the Internet: Case study
- Moderator: To be appointed
- 15.30 – 16.00 Coffee Break
- 16.00 – 16.45 Topic 15: Protection of Country Names
- Lecturer: Mr. Tobias Bednarz, Trademark Law Section,  
Law and Legislative Advice Division, WIPO
- 16.45 – 17.00 Discussion

Friday, July 6, 2012

**SECTION IV OTHER INTELLECTUAL PROPERTY RIGHTS (IPRs)**

- 9.00 – 10.00 Topic 16: Trade Secrets: Issues and Best Practices
- Lecturer: Mr. Jacques de Werra, Professor of Intellectual Property Law/Contract Law at the Law School, UNIGE
- 10.00 – 10.30 Discussion
- 10.30 – 11.00 Coffee Break
- 11.00 – 12.00 Topic 17: Design Protection and its Interface with other Intellectual Property Areas
- Lecturer: Mrs. Marie-Paule Rizo, Design and Geographical Indication Law Section, Law and Legislative Advice Division, WIPO
- 12.00 – 12.30 Discussion
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.30 Topic 18: The Role of Geographical Indications in the Promotion of National Products: Case study
- Moderator: Mrs. Marie-Paule Rizo
- 15.30 – 16.00 Coffee Break
- 16.00 – 17.00 Topic 19: The Protection of Plant Varieties, Including the International Union for the Protection of New Varieties of Plants (UPOV) Convention
- Lecturer: Mrs. Yolanda Huerta-Casado, Legal Counsel, UPOV
- 17.00 – 17.30 Discussion
- 17.30 Reception offered by WIPO

WEEK 2

Monday, July 9, 2012

**SECTION V IP AS A BUSINESS ASSET**

- 9.00 – 10.00 Topic 20: The Economics of Intellectual Property
- Lecturer: Mrs. Intan Hamda-Livramento, Economic Officer, Economics Section, Economics and Statistics Division, WIPO

- 10.00 – 10.30 Coffee Break
- 10.30 – 11.30 Topic 21: Intellectual Property Management and Commercialization:  
A Practical Approach  
Lecturer: Mr. Laurent Miéville, Director, Technology  
Transfer Office, UNIGE
- 11.30 – 12.30 Topic 22: Intellectual Property Valuation: A Practical Approach  
Lecturer: Mr. Roland Tschudin, Senior Intellectual  
Property Training Officer, Swiss Federal  
Institute of Intellectual Property, Bern
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.00 Topic 23: Transfer of Technology  
Lecturer: From WIPO (to be appointed)
- 15.00 – 15.30 Coffee Break
- 15.30 – 17.30 Topic 24: Exercises on Transfer of Technology  
Moderator: From WIPO (to be appointed)

Tuesday, July 10, 2012

**SECTION VI CONTEMPORARY GLOBAL IP CHALLENGES**

- 9.00 – 10.00 Topic 25: Intellectual Property and Competition Policy  
Lecturer: Mr. Adrien Alberini, Former Research Assistant,  
UNIGE
- 10.00 – 10.30 Discussion
- 10.30 – 11.00 Coffee Break
- 11.00 – 11.45 Topic 26: Intellectual Property, Green Technology and Climate Change:  
Issues and Challenges  
Lecturer: Ms. Akiko/Yesim/Anja (WIPO)
- 11.45 – 12.00 Discussion
- 12.00 – 14.00 Lunch Break
- 14.00 – 14.45 Topic 27: Intellectual Property and Biodiversity: International Landscape and  
Current Issues

- Lecturer: Mr. Benny Spiewak, Senior Associate, Zancaner Costa, Bastos e Spiewak Advogados, São Paulo
- 14.45 – 15.15 Discussion
- 15.15 – 15.45 Coffee Break
- 15.45 – 17.45 Topic 28: Panel Discussion: Intellectual Property and Public Health: Issues and Challenges
- Moderator: Mr. Jacques de Werra
- Panelists: Mr. Roger Kampf, Counsellor, IP Division, WTO
- Mr. Thomas Bombelles or Mr. Hans Georg (WIPO)
- Mr. Benny Spiewak
- 18.00 Reception offered by the partner institution

Wednesday, July 11, 2012

- 9.00 – 10.00 Topic 29: Intellectual Property and Human Rights: Issues and Challenges
- Lecturer: Mr. Laurence Helfer, Professor, Duke University, Geneva
- 10.00 – 10.30 Coffee Break
- 10.30 – 11.30 Topic 30: Intellectual Property and Creative Industry
- Lecturer: Mr. Dimiter Gantchev, Deputy Director, Creative Industry Section, Copyright Infrastructure Division, WIPO
- 11.30 – 12.30 Topic 31: Intellectual Property and the Public Domain
- Lecturer: Mr. Paolo Lanteri, Assistant Legal Officer, Copyright Law Division, WIPO
- 12.30 – 13.00 Discussion
- 13.00 – 14.30 Lunch Break
- 14.30 – 16.30 Topic 32: Panel Discussion: Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions: Towards a Suitable Protection System
- Moderator: Mr. Tshimanga Kongolo, Acting Deputy Director and Head, WIPO Academy

Panelists: From WIPO (to be appointed)

Mr. Antony Taubman, Director, Intellectual Property Division, World Trade Organization (WTO)

Mr. Pedro Roffe, Intellectual Property Senior Fellow, International Centre for Trade and Sustainable Development (ICTSD), Geneva

David Vivas, Independent Consultant

Thursday, July 12, 2012

**SECTION VII BUILDING RESPECT FOR INTELLECTUAL PROPERTY**

9.00 – 10.30 Topic 33: Building Respect for Intellectual Property

Lecturers: Mr. Yaniv Benhamou, Former Research Assistant, UNIGE

Mr. Xavier Vermandele, Deputy Director, Building Respect for IP Division, WIPO

10.30 – 11.00 Coffee Break

11.00 – 12.30 Topic 34: Alternative Dispute Resolution (Arbitration/Mediation) in Intellectual Property Disputes: Case Studies

Lecturers: Ms. Judith Schallnau, Legal Development Section, WIPO Arbitration and Mediation Center

Mr. Jacques de Werra

12.30 – 14.00 Lunch Break

**14.00 – 17.00 GROUP DISCUSSIONS**

Group I: Intellectual Property, Entrepreneurship and Small and Medium-Sized Enterprises (SMEs): Best Practices

Coordinator: Mr. Jacques de Werra – Room M 1150

Group II: Liability of Internet Service Providers (ISP) (Copyright)

Coordinator: Mr. Paolo Lanteri - Room 060

Group III: The Quality of Patents: Issues

Coordinator: Ms. Aida Dolotbaeva, Legal Officer, Patent Law Section, Patent Law Division, WIPO - Room M 1160



Group IV: Liability of Intermediaries for Trademark Infringement on the  
Internet: Search Engines, Internet Auction Sites, and Social Media

Coordinator: Mr. Tobias Bednarz – M 1170

17.00 – 18.00 Preparation of the Report by each Group

Friday, July 13, 2012

9.30 – 10.30 Plenary Session – Presentation of Group Reports

10.30 – 11.00 Coffee Break

11.00 – 12.00 Plenary Session – Presentation of Group Reports

12.00 – 12.30 Evaluation and Closing of the Program

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