



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 25 to July 6, 2018

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

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

Monday, June 25, 2018

- 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 the University of Geneva**
- Lecturers: Prof. Bénédicte Foëx, Professor and Dean, Faculty of Law, UNIGE
- Mrs. Monica Patry, Scientific Deputy, International Relation Office, UNIGE
- 10.45 – 11.00 Coffee Break
- 11.00 – 11.15 Group Photo
- 11.15 – 11.30 **Topic 2 Introduction to WIPO Academy**
- Lecturer: Mr. Joe Bradley, Head, Academic Institutions Program, WIPO Academy
- 11.30 – 12.00 Tour of WIPO and Visit to the WIPO Library
- 12.00 – 13.15 Lunch Break
- AFTERNOON SESSIONS = JOINT SESSIONS WITH THE INTERNET LAW SUMMER SCHOOL*
- 13.15 – 14.45 **Topic 3 Overview of Intellectual Property (IP) and Digital Challenges**
- Lecturer: Prof. Irene Calboli, Professor of Law, Texas A&M University School of Law, Fellow, Stanford Law School, Transatlantic Technology Law Forum, Distinguished Fellow, Royal University of Law and Economics, Phnom Penh, Cambodia
- 14.45 – 15.00 Coffee Break

SECTION I COPYRIGHT AND RELATED RIGHTS**15:00 – 16:30 Topic 4 Sale and Licensing of Content Online**

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

Tuesday, June 26, 2018

9.00 – 10.15 Topic 5 Copyright Challenges in the Digital Age

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

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: Prof. Cyrill P. Rigamonti, Professor of Law, Faculty of Law, University of Bern, Switzerland

14.15 – 14.30 Coffee Break

14.30 – 15.30 Topic 8 Multilateral Framework of WIPO

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

15.30 – 16.45 Visit to the United Nations

Wednesday, June 27, 2018

- 9.00 – 10.15 **Topic 9 The Patent Cooperation Treaty (PCT) and its Advantages**
- Lecturer: Mr. Matthias Reischle-Park, Deputy Director and Head, PCT Legal and User Support Section, PCT Legal and User Relations Division, WIPO
- 10.15 – 10.45 Coffee Break
- 10.45 – 12.00 **Topic 10 Strategic Considerations in the Multinational Enforcement of Patents or Patent Defence across Europe**
- Lecturer: Dr. Joachim Feldges, Attorney-at-Law, Munich
- 12.00 – 13.15 Lunch Break

SECTION III BRANDS

- 13.15 – 14.30 **Topic 11 International Trademark Protection**
- Lecturer: Prof. Irene Calboli
- 14.30 – 15.00 Coffee Break
- 15.00 – 16.15 **Topic 12 Trademark Protection and Enforcement Strategies: the Perspective of a Global Luxury Brand**
- Lecturer: Mrs. Stéphanie Di Palma, IP Counsel, Chanel Sàrl, Switzerland

SECTION IV INTERACTIONS BETWEEN INTELLECTUAL PROPERTY RIGHTS AND OTHER AREAS

Thursday, June 28, 2018

- 9.00 – 10.15 **Topic 13: Intellectual Property Enforcement and Artificial Intelligence**
- Lecturer: Dr. Xavier Seuba, Senior Lecturer and Researcher, Academic Coordinator and Judicial Training Manager at CEIPI, University of Strasbourg, France
- 10.15 – 10.45 Coffee Break
- 10.45 – 12.00 **Topic 14 Trade Secrets: Issues and Best Practices**
- Lecturer: Mr. Diego Vergani, European and Swiss Patent Attorney, Geneva
- 12.00 – 13.15 Lunch Break

- 13.15 – 15.00 **Preparation time for IPRE (student group project)**
- 15.00 – 16.15 **Topic 15 Geographic Indications Today and Tomorrow**
Lecturer: Prof. Irene Calboli
- 16.15 – 16.45 Coffee Break
- 16.45– 18.00 **Topic 16 Overlapping Protection of IP Rights**
Lecturer: Prof. Irene Calboli
- 18.00 – 20.00 **Cocktail Reception for students & alumni of the summer schools**

SECTION V Works-In-Progress Seminar « IP Researchers Europe »

Friday, June 29, 2018

IP Researchers Europe Seminar (please see separate program)

Students of the Summer School will be expected to participate and will be asked to prepare questions (in groups) for the researchers who will present their work.

Venue for 2nd Week: Unige, Faculty of Law

Monday, July 2, 2018

Venue: Unige, Faculty of Law, Room MR080

SECTION VI: IP Transactions

- 9.00 – 9.15 Welcome at the University of Geneva / Introduction to the second week
Prof. Jacques de Werra
- 9.15 – 10.15 **Topic 17 Licensing and Technology Transfer**
Lecturer: Mr. Theo Stamatiadis, Senior Legal Counsel, GE, Switzerland
- 10.15 – 10.45 Coffee Break
- 10.45 – 12.00 **Topic 18 IP Valuation and Management**
Lecturer: Mr. Theo Stamatiadis
- 12.00 – 13.15 Lunch Break

13.15 – 16.15 **Topic 19 IP Licensing Exercise**

Lecturer: Mr. Theo Stamatiadis

Tuesday, July 3, 2018

Venue: Unige, Faculty of Law, Room MR080

SECTION VII IP AND COMPETITION

9.00 – 10.15 **Topic 20 IP and Antitrust Policy**

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

10.15 – 10.45 Coffee Break

10.45 – 12.00 **Topic 21 Interactions between IP and Unfair Competition Law**

Lecturer: Dr. Adrien Alberini

12.00 – 13.15 Lunch Break

13.15 – 14.30 **Topic 22 Non Traditional Trademarks and Overlap with Design and the Possible Anticompetitive Effects**

Lecturer: Prof. Irene Calboli

14.30 – 14.45 Coffee Break

SECTION VIII GROUP PROJECTS

14.45 – 16.45 Group I: **University Technology Transfer**

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

Group II: **Emerging Issues in Copyright**

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

Group III: **Management of Trade Secrets**

Coordinator: Ms. Tomoko Miyamoto, Head, Patent Law Section, Patent Law Division, WIPO

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

Coordinator: Ms. Aida Dolotbaeva, Legal Officer, Patent Law Section, Patent Law Division, WIPO

16.45– 17.30 Preparation of the Group Reports

Wednesday, July 4, 2018

Venue: Unige, Faculty of Law, Room MS160

Section IX CONTEMPORARY GLOBAL IP CHALLENGES

9.00 – 10.15 **Topic 23 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 24 State-to-State IP Dispute Settlement: World Trade
Organization (WTO) Cases**

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

12.00 – 13.15 Lunch Break

13.15 – 14.30 **Topic 25 IP and the UN's Sustainable Development Goals (SDG)**

Lecturer: Mr. Christoph Spennemann, Legal Expert,
Technology Transfer and Intellectual Property,
United Nations Conference on Trade and
Development (UNCTAD), Geneva

14.30 – 15.00 Coffee Break

15.00 – 16.15 **Topic 26 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

Thursday, July 5, 2018

Venue: Unige, Faculty of Law, Room MS160

SECTION X IP ENFORCEMENT AND IP DISPUTE RESOLUTION MECHANISMS

9.00 – 10.15 **Topic 27 Enforcement of IPRs**

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

10.15 – 10.45 Coffee Break

10.45 – 12.00 **Topic 28 IP Enforcement Challenges in the On-line World**

Lecturer: Dr. Yaniv Benhamou

12.00 – 13.30 Brown Bag Lunch - Technology Transfer Office

13.30 – 14.45 **Topic 29 Alternative Dispute Resolution (ADR) / Arbitration of IP Disputes**

Lecturer (s): Prof. Jacques de Werra

Mr. Andrzej Gadkowski, WIPO Arbitration and Mediation Center

14.45 – 15.00 Coffee Break

15.00 – 16.15 **Topic 30 Uniform Domain Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension System (URS)**

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

Friday, July 6, 2018

Venue: Unige, Faculty of Law, Room MR080

SECTION XI FINAL SESSION

9.00 – 10.15 Presentation of Group Reports (I)

10.15 – 10.30 Coffee Break

10.30 – 11.00 Presentation of Group Reports (II)

11.00 – 12.00 Evaluation and Closing

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