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## 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, June 24 to July 5, 2013**

*prepared by the International Bureau of WIPO*

Monday, June 24, 2013

- 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, World Intellectual Property Organization (WIPO), Geneva
- Mrs. Margareta Baddeley, 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: Mrs. Christine Chappuis, Professor and Dean, Law School, UNIGE
- Mr. Olivier Vincent, Deputy Director, International Relations Division, UNIGE
- 11.15 – 11.30 Discussion
- 11.30 – 12.00 Topic 2: Introduction to WIPO and New Developments
- Lecturer: Mrs. Karen Lee Rata, Head, Academic Institutions, WIPO Academy
- 12.00 – 12.30 Discussion
- 12.30 – 14.00 Lunch Break
- 14.00 – 16.30 Study Visit to the United Nations Office, Geneva

Tuesday, June 25, 2013

**SECTION I PATENTS AND INNOVATION**

- 9.00 – 10.00 Topic 3: International Patent Landscape
- 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, Limitations and Flexibilities  
Lecturer: Ms. Aida Dolotbaeva, Legal 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. Andrew Czajkowski, Head, Innovation and  
Technology Support Section, Access to  
Information and Knowledge Division, 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, Associate Legal Officer,  
Patent Law Section, Patent Law Division, WIPO

Wednesday, June 26, 2013

**SECTION II COPYRIGHT AND RELATED RIGHTS**

- 9.00 – 10.00 Topic 7: International Legal Framework and Treaties  
Lecturer: Mr. David Uwemedimo, Director, Copyright  
Infrastructure Division, WIPO
- 10.00 – 10.30 Discussion
- 10.30 – 11.00 Coffee Break
- 11.00 – 12.00 Topic 8: Emerging Copyright Issues in the Digital Environment  
Lecturer: Mr. David Uwemedimo
- 12.00 – 12.30 Discussion
- 12.30 – 14.00 Lunch Break
- 14.00 – 14.45 Topic 9: Copyright in the Art World  
Lecturer: Mr. Yaniv Benhamou, PhD in Intellectual  
Property Law, Lecturer, Faculty of Applied  
Science, UNIGE
- 14.45 – 15.00 Discussion
- 15.00 – 15.15 Coffee Break





Monday, July 1, 2013

**SECTION V IP AS A BUSINESS ASSET**

- 9.00 – 10.00 Topic 20: University Transfer of Technology and Licensing  
Lecturer: Mr. Laurent Miéville, Director, Technology Transfer Office, UNIGE
- 10.00 – 10.30 Coffee Break
- 10.30 – 11.30 Topic 21: IP Valuation and Management  
Lecturer: Mr. Roland Tschudin, Senior Intellectual Property Training Officer, Swiss Federal Institute of Intellectual Property, Bern
- 11.30 – 12.30 Topic 22: Threshold and Criteria of a Sound Collective Management Organization  
Lecturer: Mr. Manisekaran Amasi
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.00 Topic 23: IP Asset Mapping, Monetisation and Valuation  
Lecturer: Mr. Stephen Robertson, Founder and Chief Executive Officer, Metis Partners Ltd, Glasgow, United Kingdom
- 15.00 – 15.30 Coffee Break
- 15.30 – 17.30 Topic 24: Monetisation Examples and IP Asset Mapping: Case Study  
Moderator: Mr. Stephen Robertson

Tuesday, July 2, 2013

**SECTION VI CONTEMPORARY GLOBAL IP CHALLENGES**

- 9.00 – 10.00 Topic 25: IP, Green Technology and Climate Change: Issues and Challenges  
Lecturer: Ms. Yesim Baykal, Senior Program Officer, Climate Change and Food Security, Global Challenges Division, WIPO
- 10.00 – 10.30 Discussion
- 10.30 – 11.00 Coffee Break

- 11.00 – 12.00 Topic 26: IP and Public Health: Issues and Challenges  
Moved to the afternoon of Wednesday 03, July
- 12.00 – 14.00 Lunch Break
- 14.00 – 15.00 Topic 27: Alternative Dispute Resolution in IP Disputes  
Lecturer: Ms. Heike Wollgast, Senior Legal Officer,  
Intellectual Property Disputes Management  
Section, WIPO Arbitration and Mediation Center
- 15.00 – 15.30 Coffee Break
- 15.30 – 17.30 Topic 28: The Commercialization of Intellectual Property  
Lecturer: Mr. Ali Jazairy, Special Projects Advisor,  
Innovation Division, WIPO
- 18.00 Reception offered by UNIGE

Wednesday, July 3, 2013

- 9.00 – 10.15 Topic 29: Intellectual Property and Competition Policy  
Lecturer: Mr. Adrien Alberini, PhD in Law, Attorney-at-Law,  
Lecturer, School of Law, UNIGE
- 10.15 – 10.45 Coffee Break
- 10.45 – 12.00 Topic 30: Intellectual Property and Biodiversity: International Landscape  
and Current Issues  
Lecturer: Mr. Oluwatobiloba Moody, Assistant Legal  
Officer, Traditional Knowledge Division, WIPO
- 12.00 – 14.00 Lunch Break
- 14:00 – 15:00 Topic 31: Intellectual Property and Biotechnology  
Lecturer: Mr. Pierre Heuzé, Assistant in Intellectual  
Property Law, UNIGE
- 15:00-16:00 Topic 26 (*bis*): IP and Public Health: Issues and Challenges  
Lecturer: Hans Georg Bartels, Head, Life Sciences and Public  
Policy Section, Global IP Issues Division, WIPO,  
Geneva
- 16.00 – 17.30 Meeting with Experts / Individual research (Library)

Thursday, July 4, 2013

**SECTION VII IP ENFORCEMENT**

9.00 – 10.30 Topic 32: Enforcement of Intellectual Property Rights

Lecturer: Mr. Yaniv Benhamou

10.30 – 11.00 Coffee Break

11.00 – 12.30 Topic 33: Intellectual Property and Traditional Knowledge/Traditional Cultural Expressions: Towards a Suitable Protection System

Lecturer: Ms. Fei Jiao, Assistant Legal Officer, Traditional Knowledge Division, WIPO

12.30 – 14.00 Lunch Break

**SECTION VIII GROUP DISCUSSIONS**

14.00 – 17.00 Group I: Intellectual Property, Entrepreneurship and Small and Medium-Sized Enterprises (SMEs): Best Practices

Coordinator: Mr. Pierre Heuzé

Group II: Copyright in the Digital Age

Coordinator: Mr. Paolo Lanteri

Group III: Patent Valuation

Coordinator: Mr. Ali Jazairy

Group IV: Internet and Trademarks

Coordinator: Mr. Sevan Antreasyan

17.00 – 18.00 Preparation of the Report by Each Group

Friday, July 5, 2013

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

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