



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:			
		ey Onyeama, Dep on (WIPO), Gene	outy Director General, World Intellectual Property va	
	Mrs. Marg Geneva	argareta Baddeley, Vice-Rector, University of Geneva (UNIGE),		
10.15 – 10.45	Coffee Bre	e 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	ı		
11.30 – 12.00	Topic 2:	Introduction to V	VIPO and New Developments	
		Lecturer:	Mrs. Karen Lee Rata, Head, Academic Institutions, WIPO Academy	
12.00 – 12.30	Discussion	n		
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 Pa	atent Landscape
		Lecturer:	Mr. Philippe Baechtold, Director, Patent Law Division, WIPO
10.00 – 10.30	Discussion	n	
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	1	
12.30 – 14.00	Lunch Bre	ak	
14.00 – 15.00	Topic 5:	Patent Information	on 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	1	
15.30 – 16.00	Coffee Bre	eak	
16.00 – 17.30	Topic 6:	Patents and Nar	notechnology: Case Study
		Moderator:	Mr. Thomas Henninger, Associate Legal Officer, Patent Law Section, Patent Law Division, WIPO

Wednesday, June 26, 2013

SECTION II	COPYRIC	SHT AND RELAT	ED RIGHTS
9.00 – 10.00	Topic 7:	International Le	egal Framework and Treaties
		Lecturer:	Mr. David Uwemedimo, Director, Copyright Infrastructure Division, WIPO
10.00 – 10.30	Discussio	n	
10.30 – 11.00	Coffee Br	eak	
11.00 – 12.00	Topic 8:	Emerging Copy	right Issues in the Digital Environment
		Lecturer:	Mr. David Uwemedimo
12.00 – 12.30	Discussio	n	
12.30 – 14.00	Lunch Bre	eak	
14.00 – 14.45	Topic 9:	Copyright in the	e Art World
		Lecturer:	Mr. Yaniv Benhamou, PhD in Intellectual Property Law, Lecturer, Faculty of Applied Science, UNIGE
14.45 – 15.00	Discussio	n	
15.00 – 15.15	Coffee Br	eak	

15.15 – 16.00	Topic 10:	Creative Industries and Economic Development	
		Lecturer:	Mr. Dimiter Gantchev, Deputy Director, Copyright Infrastructure Division
16.00 – 17.30	Topic 11:	Emerging Issues	s in the Area of Collective Management
		Moderator:	Mr. Manisekaran Amasi, Senior Program Officer Copyright Infrastructure Division, WIPO

Thursday, June 27, 2013

SECTION III	BRANDS		
9.00 – 10.00	Topic 12:	International Tra	ademark Landscape
		Lecturer:	Mrs. Martha Parra Friedli, Head, Trademark Law Section, Law and Legislative Advice Division, WIPO
10.00 – 10.30	Discussion	ı	
10.30 – 11.00	Coffee Bre	eak	
11.00 – 12.00	Topic 13:	Internet Domain Resolution Police	Names and the Uniform Domain Name Dispute by (UDRP)
		Lecturer:	Ms. Charlotte Spencer, Internet Dispute Resolution Section, WIPO Arbitration and Mediation Center, WIPO
12.00 – 12.30	Discussion	n	
12.30 – 14.30	Lunch Bre	ak	
14.30 – 15.30	Topic 14:	Infringement and	d Abuses of Marks on the Internet: Case Study
		Lecturer:	Mr. Sevan Antreasyan, Former Research Assistant/Doctoral Student, UNIGE
15.30 – 16.00	Coffee Bre	eak	
16.00 – 16.45	Topic 15:	Protection of Co	ountry Names
		Lecturer:	Mr. Tobias Bednarz, Associate Legal Officer, Trademark Law Section, Law and Legislative Advice Division, WIPO
16.45 – 17.00	Discussion	١	

Friday, June 28, 2013

SECTION IV	OTHER INTELLECTUAL PROPERTY RIGHTS (IPRs)		
9.00 – 10.00	Topic 16:	Trade Secrets:	Issues and Best Practices
		Lecturer:	Mr. Diego Vergani, Intellectual Property Manager, DuPont De Nemours International Sàrl,
10.00 – 10.30	Discussion	1	
10.30 – 11.00	Coffee Bre	ak	
11.00 – 12.00	Topic 17:	Design Protection and its Interface with Other Intellectual Proper Areas	
		Lecturers:	Ms. Marina Foschi, Legal Officer, Design and Geographical Indication Law Section, Law and Legislative Advice Division, WIPO
			Ms. Nathalie Frigant, Assistant Legal Officer, Design and Geographical Indication Law Section, Law and Legislative Advice Division, WIPO
12.00 – 12.30	Discussion	1	
12.30 – 14.00	Lunch Brea	ak	
14.00 – 15.30	Topic 18:	Geographical Indications and other Distinctive Signs for Origin-based Products: Case Study	
		Moderator:	Ms. Francesca Toso, Senior Advisor, Special Projects Division, WIPO
15.30 – 16.00	Coffee Bre	ak	
16.00 – 17.00	Topic 19:	The Protection of Plant Varieties and the International Union for the Protection of New Varieties of Plants (UPOV)	
		Lecturer:	Ms. Yolanda Huerta-Casado, Legal Counsel, UPOV
17.00 – 17.30	Discussion	ı	
17.30	Reception	offered by WIPO	

Monday, July 1, 2013

SECTION V	IP AS A B	USINESS ASSET	-
9.00 – 10.00	Topic 20:	University Trans	fer of Technology and Licensing
		Lecturer:	Mr. Laurent Miéville, Director, Technology Transfer Office, UNIGE
10.00 – 10.30	Coffee Bre	ak	
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 C Organization	criteria of a Sound Collective Management
		Lecturer:	Mr. Manisekaran Amasi
12.30 – 14.00	Lunch Brea	ak	
14.00 – 15.00	Topic 23:	IP Asset Mappin	g, Monetisation and Valuation
		Lecturer:	Mr. Stephen Robertson, Founder and Chief Executive Officer, Metis Partners Ltd, Glasgow, United Kingdom
15.00 – 15.30	Coffee Bre	ak	
15.30 – 17.30	Topic 24:	Monetisation Exa	amples 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	n	
10.30 – 11.00	Coffee Bre	eak	

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11.00 – 12.00	Topic 26:	IP and Public He	ealth: Issues and Challenges
		Moved to the aft	ernoon of Wednesday 03, July
12.00 – 14.00	Lunch Bre	ak	
14.00 – 15.00	Topic 27:	Alternative Dispo	ute 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 Bre	eak	
15.30 – 17.30	Topic 28:	The Commercia	lization of Intellectual Property
		Lecturer:	Mr. Ali Jazairy, Special Projects Advisor, Innovation Division, WIPO
18.00	Reception	offered by UNIGE	
Wednesday, July	y 3, 2013		
9.00 – 10.15	Topic 29:	Intellectual Prop	erty and Competition Policy
		Lecturer:	Mr. Adrien Alberini, PhD in Law, Attorney-at-Law Lecturer, School of Law, UNIGE
10.15 – 10.45	Coffee Bre	eak	

9.00 – 10.15	1 opic 29:	intellectual Pro	operty and Competition Policy
		Lecturer:	Mr. Adrien Alberini, PhD in Law, Attorney-at-Law Lecturer, School of Law, UNIGE
10.15 – 10.45	Coffee Bre	eak	
10.45 – 12.00	Topic 30:	Intellectual Pro and Current Is	operty and Biodiversity: International Landscape sues
		Lecturer:	Mr. Oluwatobiloba Moody, Assistant Legal Officer, Traditional Knowledge Division, WIPO
12.00 – 14.00	Lunch Bre	ak	
14:00 – 15:00	Topic 31:	Intellectual Pro	operty and Biotechnology
		Lecturer:	Mr. Pierre Heuzé, Assistant in Intellectual Property Law, UNIGE
15:00-16:00	Topic 26 (<i>bis</i>): IP and F	Public Health: Issues and Challenges
		Po	ans Georg Bartels, Head, Life Sciences and Public olicy Section, Global IP Issues Division, WIPO, eneva
16.00 – 17.30	Meeting w	ith Experts / Ind	lividual 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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