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. Bénédict 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

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**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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