



**UNIVERSITÉ  
DE GENÈVE**

**FACULTY OF LAW**



Potentially subject to modifications

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

organized by

the World Intellectual Property Organization (WIPO)

and

the University of Geneva (UNIGE)

**June 28 to July 9, 2021**

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

Monday, June 28, 2021

- 9.15 – 9.30      **Welcome addresses** by:
- Mr. Sherif Saadallah, Executive Director, World Intellectual Property Organization (WIPO) Academy, Geneva
- Mr. Jacques de Werra, Professor, University of Geneva (UNIGE), Geneva
- Ms. Irene Calboli, Academic Fellow, UNIGE & Professor, Texas A&M University School of Law
- 9.30 – 10.00      **Topic 1      Presentation of the University of Geneva**
- Lecturers:      Mr. Jacques de Werra, Professor, UNIGE
- Ms. Monica Patry, Scientific Deputy, International Relation Office, UNIGE
- 10.00 – 10.15      **Topic 2      Introduction to WIPO Academy**
- Lecturer:      Mr. Joe Bradley, Head, Academic Institutions Program, WIPO Academy
- 10.15 – 10.30      Break
- 10.30 – 12.00      **Topic 3      Presentation of the program of the summer school, presentation of the students, and organization of the groups for the group projects**
- Lecturers:      Ms. Irene Calboli
- Mr. Jacques de Werra
- 12.00 – 13.00      Lunch Break
- 13.30 – 15.00      **Topic 4      Intellectual Property Between Global Opportunities, Challenges, and Disruption**
- Lecturer:      Ms. Irene Calboli
- 15.00 – 15.15      Break
- 15.15 – 16.00      **Kick-off of the group projects**
- Lecturer:      Ms. Irene Calboli
- 16.00 – 17.00      **Welcome Virtual Reception**

Tuesday, June 29, 2021

**SECTION I      COPYRIGHT AND RELATED RIGHTS**

9.15 – 10.30      **Topic 5      Copyright Challenges in the Digital Age**

Lecturer:              Ms. Eleonora Rosati, Associate Professor,  
Stockholm University

10.30 – 10.45      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      IP & Innovation Ecosystem**

Lecturer:              Mr. Guy Pessach, Director, IP for Business  
Division, IP and Innovation Ecosystem Sector,  
WIPO

14.15 – 14.30      Break

14.30 – 15.45      **Topic 8      Multilateral Framework of WIPO**

Lecturer:              Ms. Tomoko Miyamoto, Head, Patent and  
Treaties Law Section, Patents and Technology  
Law Division, WIPO

Wednesday, June 30, 2021

9.15 – 10.30      **Topic 9      The Patent Cooperation Treaty (PCT) and its Advantages**

Lecturer:              Mr. Matthew Bryan, Director, PCT Legal and  
User Relations Division, PCT Legal and  
International Affairs Department, WIPO

10.30 – 10.45      Break

10.45 – 12.00      **Topic 10      Strategic considerations in the multinational enforcement of  
patents or patent defence across Europe**

Lecturer:              Mr. 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: Mr. Marcus Höpperger, Senior Director,  
Department for Trademarks, Industrial Design  
and Geographical Indications, WIPO

14.30 – 14.45 Break

14.45 – 16.00 **Topic 12 Trademark Protection and Enforcement Strategies for Global Events: The Case of the Olympic Games**

Lecturer: Mr. Carlos Castro, Head of Intellectual Property,  
Legal Affairs Department/Intellectual Property  
Division, International Olympic Committee (IOC)

Thursday, July 1, 2021

### **SECTION IV OTHER INTELLECTUAL PROPERTY RIGHTS**

09.15 – 10.30 **Topic 13 Design Protection**

Lecturer: Mr. Marcus Höpperger, WIPO

10.30 – 10.45 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 – 15.30 **Topic 15 Geographic Indications Today and Tomorrow**

Lecturer(s): Ms. Marie Paul Rizo, Head, Policy and  
Legislative Advice Section, Department for  
Trademarks, Industrial Designs and  
Geographical Indications, WIPO

Ms. Irene Calboli

Friday, July 2, 2021

9.15 – 10.30 **Topic 16 Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions – Towards a Suitable Protection System**

Lecturer: Mr. Simon Legrand, Counsellor, Traditional  
Knowledge Division, Department for Traditional  
Knowledge and Global Challenges, WIPO

10.30 – 10.45	Break
10.45 – 11.00	<b>Introduction to the group projects</b> Lecturer: Ms. Irene Calboli
11.00 – 12.30	<b>Group projects</b> Group I: <b>University Technology Transfer</b> Coordinator: Mr. Antoine Roth and Mr. Matthias Kuhn, UNITEC Group II: <b>Cybersecurity &amp; IPRs</b> Coordinator: Ms. Sotiria Kechagia, Research and Teaching Assistant, UNIGE Group III: <b>IP &amp; Music Industry</b> Coordinator: Ms. Maria de Lourdes Vazques, Dean and Professor, Universidad de San Andres, Buenos Aires Group IV: <b>IP Management Strategies for SMEs</b> Coordinator: Ms. Silvija Trpkovska, Counsellor, IP for Business Division, IP and Innovation Ecosystems Sector, WIPO Group V: <b>IP &amp; Data in the Health Industry</b> Coordinator: Ms. Hélène Bruderer, Research and Teaching Assistant, UNIGE Group VI: <b>IP in the Fashion &amp; Luxury Industry</b> Coordinator: Ms. Irene Calboli
12.30 – 13.30	Lunch Break
13.30 – 16.00	<b>Group Projects</b> Coordinator: Ms. Irene Calboli
16.00 – 17.00	Virtual Reception

Monday, July 5, 2021

**SECTION V IP PRACTICE & IP CAREERS**

9.15 – 10.30 **Topic 17 Practicing IP Law in a Global Company: Trends and Perspectives**

Lecturer: Ms. Olivia Dordhain, Deputy Chief IP Counsel,  
Richemont Group, Geneva

10.30 – 10.45 Break

10.45 – 12.00 **Topic 18 The Impact of Artificial Intelligence on Intellectual Property Law and Practice**

Lecturer: Ms. Ulrike Till, Director, IP and Frontiers  
Technologies Division, WIPO

12.00 – 13.00 Lunch Break

**Public event Geneva IP Summer School Alumni & IP Career forum**

13.00 – 13.15 Welcome & Introduction

Mr. Joe Bradley

Mr. Jacques de Werra

13.15 – 14.45 **Topic 19 Career Stories of four IPSS Alumni**

Ms. Stella Foaleng, Intellectual Property Patent Manager, Japan  
Tobacco International (JTI), Geneva – alumna IPSS 2013

Ms. Luiza Tangari Coehlo, Attorney-at-law, Fialho Salles  
Advogados, Vice Chair of the Trademark Law Subcommittee, IBA,  
Sao Paulo – alumna IPSS 2014

Mr. Piotr Łuczak, Attorney-at-law, Hasik, Rheims & Partners,  
Warsaw – alumnus IPSS 2016

Mr. Vipin Sahora, Associate Information Management Officer,  
Technology Information Section, IP for Innovators Department,  
WIPO – alumnus IPSS 2016

14.45 – 15.00 Break

15.00 – 15.30 **IP Job Market and IP Careers: Tips and Opportunities**  
Informal Discussions in breakout Sessions with the four IPSS Alumni

15.45 **Closing** (plenary)

Mr. Jacques de Werra

18.30 Social Event for IPSS Alumni [plan to organize on-site event for alumni based  
in Geneva] [tbc]

Tuesday, July 6, 2021

**SECTION VI IP TRANSACTIONS**

9.15 – 10.30 **Topic 20 Licensing and Technology Transfer**

Lecturer: Mr. Theo Stamatiadis, Executive Counsel, IP –  
General Electric Company

10.30 – 10.45 Break

10.45 – 12.00 **Topic 21 IP Licensing Exercise**

Lecturer: Mr. Theo Stamatiadis

12.00 – 13.00 Lunch Break

13.00 – 15.30 **Topic 21 IP Licensing Exercise**

Lecturer: Mr. Theo Stamatiadis

Wednesday, July 7, 2021

**SECTION VII IP AND COMPETITION**

9.15 – 10.30 **Topic 22 IP & Antitrust Policy**

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

10.30 – 10.45 Break

10.45 – 12.00 **Topic 23 Interactions between IP & Unfair Competition Law**

Lecturer: Mr. Adrien Alberini

12.00 – 13.00 Lunch Break

**SECTION VIII CONTEMPORARY GLOBAL IP CHALLENGES**

13.00 – 14.15 **Topic 24 Protecting and Managing Biotechnology & Plant Innovation**

Lecturer(s): Mr. Jean-Christophe Galloux, Professor,  
University of Paris II (Panthéon-Assas)

Ms. Yolanda Huerta-Casado, Legal Counsel and  
Director of Training and Assistance, UPOV

14.15 – 15.30 **Topic 25 IP & Public Health: Issues and Challenges**

Lecturer: Mr. Hans Georg Bartels, WIPO

15.30 – 15.45 Break

15.45 – 17.00    **Topic 26    State-to-State IP Dispute Settlement: World Trade Organization (WTO) Cases**

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

Thursday, July 8, 2021

**SECTION IX    IP ENFORCEMENT AND IP DISPUTE RESOLUTION MECHANISMS**

9.15 – 10.30    **Topic 27    Enforcement of IPRs**

Lecturer:            Mr. Samer Al Tarawneh, Legal Counsellor,  
Capacity Building and Technical Assistance,  
Building Respect for IP Division, WIPO

10.30 – 10.45    Break

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

Lecturer:            Prof. Yaniv Benhamou, UNIGE

12.00 – 13.00    Lunch Break

13.00 – 14.30    **Topic 29    Alternative Dispute Resolution (ADR) / Arbitration of IP Disputes**

Lecturers:            Mr. Jacques de Werra

Mr. Andrzej Gadkowski, Associate Legal Officer,  
IP Disputes Section, IP Disputes and External  
Relations Division, WIPO Arbitration and  
Mediation Center

14.30 – 14.45    Break

14.45 – 15.45    **Topic 30    WIPO Domain Name Dispute Resolution under the Uniform Domain Name Dispute Resolution Policy (UDRP)**

Lecturer:            Ms. Gergana Dimitrova, Associate Legal Officer,  
Internet Dispute Resolution Section, WIPO  
Arbitration and Mediation Center

Friday, July 9, 2021

**SECTION X    FINAL SESSION**

9.15 – 10.30    **Presentation of Group Reports**

Chair:            Ms. Irene Calboli



- 10.30 – 10.45 Break
- 10.45 – 12.00 **Presentation of Group Reports (continued)**
- 12.00 – 13.00 Lunch Break
- 13.00 – 15.30 **Panel discussion: Recent Trends and Hot Topics for IP Students and Practitioners**
- Chair: Ms. Irene Calboli
- Panelists: Mr. Yann Basire, Director General CEIPI and Professor, University of Strasbourg
- Ms. Nari Lee, Professor, Hanken School of Economics
- Mr. Dev S. Gangjee, Professor, University of Oxford
- Mr. Alexander Peukert, Professor, Goethe Universität, Frankfurt-am-Main
- 15.30 – 16.30 **Evaluation and Closing Address**
- Mr. Joe Bradley
- Mr. Jacques de Werra
- 16.30 – 17.30 **Closing Virtual Reception**

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