



WIPO - University of Geneva Summer School on Intellectual Property

Geneva, June 16 to June 27, 2025

Potentially subject to modifications

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

Venue for 1st Week: WIPO, room [...]

Monday, June 16, 2025

- 8.15 – 8.45 Registration and administrative matters
- 8.45 – 9.00 Welcome addresses by:
 [...] World Intellectual Property Organization (WIPO) Academy, Geneva
 Mr. Jacques de Werra, Professor of intellectual property law & contract law /
 Director of the Digital Law Center, University of Geneva (UNIGE), Geneva
- 9.00 – 9.30 **Topic 1 Virtual Tour and Overview of WIPO**
 Lecturer: Ms. Lise McLeod, Head, WIPO Knowledge Center, Geneva
- 9.30 – 9.45 **Topic 2 Presentation of the University of Geneva**
 Lecturer: Jacques de Werra, Professor of intellectual property law & contract law / Director of the Digital Law Center, University of Geneva (UNIGE), Geneva
- 9.45 – 10.00 Coffee Break and Group Picture
- 10.00 – 10.45 Introduction of participants and introduction to the summer school
- SECTION I INTRODUCTION TO INTELLECTUAL PROPERTY**
- 10.45 – 11.30 **Topic 3 Introduction to Intellectual Property: Challenges and Opportunities in the Global Economy**
 Lecturer: Mrs. Irene Calboli, Professor Texas A&M University School of Law, Academic fellow of the University of Geneva
- 11.30 – 11.45 Q&A
- 11.45 – 13.00 Lunch Break
- 13.00 – 13.30 **Introduction to the group projects**
 Mrs. Irene Calboli, Professor Texas A&M University School of Law, Academic fellow of the University of Geneva
- 13.30 – 13.45 Q&A
- 13.45 – 16.45 **Presentation of the group projects** (plenary session so that all the students get to learn about the different topics followed by break-out sessions with the group leaders [in separate rooms tbc])

10.45 – 11.45	Topic 5	Sale and Licensing of Content Online [joint session with DLSS]
	Lecturer:	Mr. Chris Bavitz, Professor at Harvard Law School, Berkman Klein Center for Internet & Society, United States
11.45 – 12.00	Q&A	
12.00 – 13.15	Lunch Break	
SECTION III PATENT AND INNOVATION		
13.15 – 14.15	Topic 6	The Patent Cooperation Treaty (PCT): Essential tool for seeking foreign patent protection
	Lecturer:	Mr. Matthew Bryan, Director, PCT Legal and User Relations Division, WIPO, Geneva
14.15 – 14.30	Q&A	
14.30 – 15.30	Topic 7	Patent Litigation: Strategies and Practice
	Lecturer:	Mr. Peter Ling, Attorney-at-law, Geneva, Lenz & Staehelin
15.30 – 15.45	Q&A	
15.45 – 16.00	Coffee Break	
16.00 – 17.00	Topic 8	The WIPO Treaty on Intellectual Property, Genetic Resources and Associated Traditional Knowledge
	Lecturer:	Mr. Wend Wendland, Director, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva
17.00 – 17.15	Q&A	
18.30 – 20.00	Welcome reception at the Geneva Ethnographic Museum [MEG], Boulevard Carl-Vogt 67, CH – 1205 Geneva (together with the students of the Digital Law Summer School - DLSS)	

Wednesday, June 18, 2025

SECTION IV BRANDS

9.00 – 10.00	Topic 9	International Trademark Protection Strategies and Practice
	Lecturer:	Ms. Debbie Roenning, Director, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO
10.00 – 10.15	Q&A	
10.15 – 10.30	Coffee Break	

10.30 – 11.30 **Topic 10 The International Protection of Well-known Marks: Challenges and Opportunities**

Lecturer: Mr. Marcus Höpferger, Senior Director,
Department for Trademarks, Industrial Designs
and Geographical Indications, Brands and
Designs Sector, WIPO, Geneva

11.30 – 11.45 Q&A

11.45 – 13.00 Lunch Break

SECTION V OTHER IP RIGHTS

13.00 – 14.00 **Topic 11 Geographical Indications**

Lecturers: Ms. Violeta Ghetu, Legal Officer, Policy and
Legislative Advice Section, Department for
Trademarks, Industrial Designs and Geographical
Indications, WIPO, Geneva

Mrs. Irene Calboli, Professor, Texas A&M
University School of Law, Academic fellow,
University of Geneva

14.00 – 14.15 Q&A

14.15 – 15.15 Topic 12 Design Protection

Lecturer: Mrs. Marina Foschi, Senior Legal Officer, Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications, WIPO, Geneva

15.15 – 15.30 Q&A

15.30 – 15.45 Coffee break

15.45 – 17.00 Topic 13 Trade Secrets: Issues and Best Practices

Lecturer: Mr. Diego Vergani, European and Swiss Patent, Attorney, Geneva

17.00 – 17.15 Q&A

Thursday, June 19, 2025

SECTION VI**IP Researchers Europe Conference (full day)**

Friday, June 20, 2025

SECTION VII IP, UNFAIR COMPETITION LAW AND ANTITRUST LAW**09.00 – 10.00 Topic 14 IP and Antitrust Policy**

Lecturer: Mr. Adrien Alberini, Professor of law, University of Geneva (UNIGE), Geneva

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break

10.30 – 11.30 Topic 15 Interactions between IP & Unfair Competition Law

Lecturer: Mr. Adrien Alberini, Professor of law, University of Geneva (UNIGE), Geneva

11.30 – 11.45 Q&A

11.45 – 13.00 Lunch Break

SECTION VIII CONTEMPORARY GLOBAL IP CHALLENGES**13.00 – 14.00 Topic 16 IP Green Technology and Climate Change: Issues and Challenges**

Lecturer: TBA, WIPO

14.00 – 14.15 Q&A

14.15 – 14:30 Coffee Break

14.30 – 15.30 **Topic 17 IP and Public Health**

Lecturer: Mr. Siddhartha Prakash, Head, Global Health,
Global Challenges Division, Global Challenges
and Partnerships Sector, WIPO

15.30 – 17.00 Time slot for the group projects

WEEK 2

Venue for 2nd Week: UNIGE room MR280

Monday, June 23, 2025

SECTION IX IP MANAGEMENT AND COMMERCIALIZATION

9.00 – 10.00 **Topic 18 IP Management Strategies**

Lecturer: Mr. Gonzalo Rovira Plancarte, IP for Business Division, IP and Innovation Ecosystems Sector, WIPO, Geneva

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break

10.30 – 12.00 **Topic 19 Licensing and Technology Transfer**

Licensing Exercise

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

12.00 – 12.15 Q&A

12.15 – 13.30 Lunch Break

13.30 – 16.15 **Topic 20 IP Licensing Exercise**

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

16.15 – 16.30 Q&A

16.30 – 16.45 Coffee break

16.45 – 17.30 Welcome session with the team of Geneva Summer School [GSS]

Tuesday, June 24, 2025

SECTION X IP ENFORCEMENT AND IP DISPUTE RESOLUTION MECHANISMS

9.00 – 10.00 **Topic 21 Enforcement of IPRs**

Lecturer: Ms. Giulia Ragonesi, Legal Officer, Building Respect for IP Division, Global Challenges and Partnerships Sector, WIPO, Geneva

10.00 – 10.15 Q&A

- 10.15 – 10.30 Coffee Break
- 10.30 – 12.00 **Topic 22 Alternative Dispute Resolution (ADR) / Arbitration of IP Disputes**
- Lecturers: Mr. Jacques de Werra, Professor of intellectual property law & contract law / Director of the Digital Law Center, University of Geneva (UNIGE), Geneva
- Ms. Chiara Accornero, Legal Officer, IP Disputes Section, WIPO Arbitration and Mediation Center, Geneva
- 12.00 – 12.15 Q&A
- 12.15 – 14.00 Lunch Break
- 14.00 – 15.00 **Topic 23 Uniform Domain Name Dispute Resolution Policy (UDRP) and National Country Code Top-Level Domain (ccTLD) Policies**
- Lecturer: Mr. Clay Richard Entsminger, Associate Legal Officer, Operations, Resources, Neutrals, Internet Dispute Resolution Section, WIPO Arbitration and Mediation Center, Geneva
- 15.00 – 15.15 Q&A
- 15.15 – 15.45 Coffee Break
- 15.45 – 16.45 **Topic 24 IP Enforcement Challenges in the Online World**
- Lecturer: (TBC)
- 16.45 – 17.00 Q&A
- 17.00 – 18.30 **Topic 25 Geneva IP and Digital Law Alumni and Career Forum [MR280]**
- Panel discussion chaired by Mr. Jacques de Werra
- 18.30 – 20.00 Cocktail reception at UNIGE

Wednesday, June 25, 2025

SECTION XI THE PRACTICE OF IP IN SELECTED INDUSTRIES

9.00 – 10.00 **Topic 26 IP in the Watch Industry**

Lecturer: Mrs. Carole Aubert, Federation of the Swiss Watch Industry – FH, Head of Legal Division

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break

10.30 – 11.30 **Topic 27 IP in the Sports Industry**

Lecturer: Mr. Carlos Castro, Head of Intellectual Property, International Olympic Committee

11.30 – 11.45 Q&A

11.45 – 14.30 Lunch Break

14.30 – 15.30 **Topic 29 IP in the Pharmaceutical Industry**

Lecturer: Mr. Jean-Christophe Galloux, Professor at Paris II, France

15.30 – 15.45 Q&A

Thursday, June 26, 2025

SECTION XII ARTIFICIAL INTELLIGENCE (AI) & IP

9.00 – 10.00 **Topic 28 IP in the Consumer Industry**

Lecturer: Mr. Gregor Versondert, Director & Assistant General Counsel Procter & Gamble International Operations SA, Geneva/MARQUES Council Member (www.marques.org), Geneva

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break

10.30 – 12.00 **Topic 29 Generative AI & IP Law: Trends and Perspectives**

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

12.00 – 12.15 Q&A

12.15 - 14.00 Lunch Break

14.00 - 17.00 Time slot for group projects

Friday, June 27, 2025

SECTION XIII GROUP REPORTS AND CLOSING

Chair: [...]

13.00 – 14.15 Presentation of group reports

14.15 – 14.30 Q&A with the other groups [active participation from the other groups is required]

14.30 – 14.45 Coffee Break

14.45 – 16.00 Presentation of group reports (continued)

16.00 – 16.15 Q&A with the other groups [active participation from the other groups is required]

16.15 – 17.15 Closing Session

[...] (WIPO) / UNIGE (Mrs. Irene Calboli / Mr. Jacques de Werra)
