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WIPO-UNIGE/ACAD/GE/15/1
ORIGINAL: ENGLISH
DATE: JUNE 19, 2015

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 22 to July 3, 2015

PROGRAM

prepared by the International Bureau of WIPO

Venue for 1st Week: WIPO Headquarters Room B

Monday, June 22, 2015

9.00 – 9.30	Registration and administrative matters
9.30 – 10.00	Introduction of participants
10.00 – 10.15	Welcome addresses:
	Mr. Sherif Saadallah, Executive Director, WIPO Academy
	Mrs. Margareta Baddeley, Vice-Rector, University of Geneva (UNIGE), Geneva
10.15 – 10.30	Group Photo
10.15 – 10.45	Coffee Break
10.45 – 11.30	Topic 1: Presentation of the University of Geneva
	Lecturers: Mrs. Christine Chappuis, Professor and Dean, Faculty of Law, UNIGE
	Mr. Olivier Vincent, Deputy Director, International Relations Division, UNIGE
11.30 – 12.00	Topic 2: Introduction to WIPO
	Lecturer: Mr. Marcelo Di Pietro, Director of Operations, WIPO Academy
12.00 – 12.15	Discussion
12.15 – 13.45	Lunch Break
13.45 – 14.45	Topic 3: Overview of Intellectual Property (IP) and Current and Emerging Issues
	Lecturer: Mr. William Fisher III, Professor, Intellectual Property Law, Harvard Law School, Boston, United States of America
14.45 – 15.00	Discussion
15.30 – 17.00	Visit of the UN Headquarters
18.00	Reception offered by WIPO

Tuesday, June 23, 2015

SECTION I PATENTS AND INNOVATION

8.45 Election of Representatives

9.00 – 10.00 Topic 4: **International Patent Landscape**

Lecturer: Mr. William Fisher III

10.00 – 10.15 Discussion

10.15 – 10.30 Coffee Break

10.30 – 11.15 Topic 5: **Usefulness of Patent Information: A Strategic Approach**

Lecturer: Mr. Andrew Czajkowski, Head, Innovation and
Technology Support Section, Access to
Information and Knowledge Division, Global
Infrastructure Sector, WIPO

11.15 – 11.30 Discussion

11.30 – 12.15 Topic 6: **Patents and New Technologies: Nanotechnology Case Study**

Lecturer: Mr. Christian Kallinger, Examiner Directorate
1558, European Patent Office, Munich, Germany

12.15 – 12.30 Discussion

12.30 – 14.00 Lunch Break

14.00 – 14.45 Topic 7: **The Patent Cooperation Treaty (PCT) and its Advantages**

Lecturer: Mr. Matt Bryan, Director, Patent Cooperation
Treaty (PCT) Legal Division, Patents and
Technology Sector, WIPO

14.45 – 15.15 Discussion

15.15 – 15.30 Coffee Break

15.30 – 16.15 Topic 8: **Patents and Innovation**

Lecturer: Mr. David Mazur, Section Leader, Intellectual
Property Dissemination / Patent Portfolio
Manager, Knowledge Transfer, European
Organization for Nuclear Research (CERN),
Geneva, Switzerland

16.15 – 16.30 Discussion

Wednesday, June 24, 2015

Venue (A.M. Joint Session): WIPO Headquarters Conference Room A

SECTION II COPYRIGHT AND RELATED RIGHTS

9.00 – 10.00 Topic 9: **IP and the Future of Entertainment**

Lecturer: Mr. William Fisher III

10.00 – 10.15 Discussion

10.15 – 10.45 Coffee Break

10.45 – 11.45 Topic 10: **Sale and Licensing of Content Online**

Lecturer: Mr. Chris Bavitz, Managing Director, Cyberlaw Clinic, Berkman Center for Internet and Society, Clinical Professor, Harvard Law School, Boston, United States of America

11.45 – 12.00 Discussion

12.00 – 13.30 Lunch Break

Venue (P.M.): WIPO Headquarters Room B

13.30 – 14.30 Topic 11: **Emerging Issues in Copyright: Case Study**

Lecturer: Mr. Sevan Antreasyan, Former Research Assistant, Faculty of Law, UNIGE

14.30 – 14.45 Discussion

14.45 – 15.15 Coffee Break

15.15 – 16.00 Topic 12: **Current Issues in Copyright and Related Rights: International Level**

Lecturer: Ms. Michele Woods, Director, Copyright Law Division, Culture and Creative Industries Sector WIPO

16.00 – 16.30 Discussion

Thursday, June 25, 2015

Venue (A.M.): WIPO Headquarters Room B

SECTION III BRANDS

9.00 – 9.45 Topic 13: **Current Issues in Trademark Law: International Level**

Lecturer: Ms. Noëlle Moutout, Associate Legal Officer,
Trademark Law Section, Law and Legislative
Advice Division, Brands and Designs Sector,
WIPO

9.45 – 10.15 Discussion

10.15 – 10.45 Coffee Break

10.45 – 11.30 Topic 14: **Strategic Use of the International Trademark Registration System**

Lecturer: Mr. David Muls, Senior Director, Madrid Registry,
Brands and Designs Sector, WIPO

11.30 – 12.00 Discussion

12.00 – 14.00 Lunch Break

Venue (P.M. Joint Session): University of Geneva, Uni Mail (room MS160)

14.00 – 15.15 Topic 15: **Managing legal risks of online business activities: perspectives of Internet Companies**

Lecturer: Dr. Georg Nolte, Legal Counsel, Google
Germany GmbH

Ms. Anna Zeiter, Head of Data Protection, EU
Marketplaces, eBay International AG

15.15 – 15.45 Coffee Break

15.45 – 17.15 Topic 16: **Managing legal risks of online business activities: perspectives of Internet Companies (II)**

Lecturer: Dr. Georg Nolte, Legal Counsel, Google
Germany GmbH

Ms. Anna Zeiter, Head of Data Protection, EU
Marketplaces, eBay International AG

Friday, June 26, 2015

SECTION IV OTHER AREAS OF INTELLECTUAL PROPERTY

9.00 – 10.00 Topic 17: **Trade Secrets: Issues and Best Practices**

Lecturer: Mr. Diego Vergani, Intellectual Property Manager, DuPont De Nemours International Sàrl, Geneva

10.00 – 10.15 Discussion

10.15 – 10.30 Coffee Break

10.30 – 11.15 Topic 18: **Design Protection and its Interface with Other IP Areas**

Lecturer: Ms. Marina Foschi, Legal Officer, Design and Geographical Indication Law Section, Law and Legislative Advice Division, Brand and Designs Sector, WIPO

11.15 – 11.30 Discussion

11.30 – 12.15 Topic 19: **IP Management in a Food and Beverage Company**

Lecturer: Dr. Cornelis Schüller, Head of Patents, Nestec Ltd., Vevey

12.15 – 12.30 Discussion

12.30 – 14.00 Lunch Break

14.00 – 15.00 Topic 20: **Geographical Indications and other Distinctive Signs for Origin-based Products: Case Studies**

Lecturers: Ms. Francesca Toso, Senior Advisor, Special Projects Division, Development Sector, WIPO

Mr. Guriqbal Singh Jaiya, Director-Advisor, WIPO Academy

15.00 – 15.15 Discussion

15.15 – 15.45 Coffee Break

15.45 – 16.45 Topic 21: **The Protection of Plant Varieties and the International Union for the Protection of New Varieties of Plants (UPOV)**

Lecturers: Ms. Yolanda Huerta-Casado, Legal Counsel, UPOV

Mr. Leontino Rezende Taveira, Technical / Regional Officer (Latin America, Caribbean), UPOV

16.45 – 17.00 Discussion

Venue for 2nd Week: University of Geneva, Uni Mail (room MR160)

Monday, June 29, 2015

SECTION V IP AS A BUSINESS ASSET

9.00 – 9.45 Topic 22: **Licensing and other Forms of Technology Transfer**

Lecturer: Mr. Theo Stamatiadis, Legal Advisor, Alstom Power, Zurich

9.45 – 10.00 Discussion

10.00 – 10.30 Coffee Break

10.30 – 11.30 Topic 23: **IP Management in a Fashion Company**

Lecturer: Mr. Christian Vicquéry, Sporloisirs SA & Lacoste Alligator SA, Geneva

11.30 – 12.00 Discussion

12.00 – 13.30 Lunch Break

13.30 – 14.15 Topic 24: **IP Valuation and Management**

Lecturer: Mr. Theo Stamatiadis

14.15 – 14.30 Discussion

14.30 – 15.00 Coffee Break

15.00 – 17.00 Topic 25: **IP Licensing Exercise**

Moderator: Mr. Theo Stamatiadis

Tuesday, June 30, 2015

SECTION VI IP AND COMPETITION

9.00 – 10.00 Topic 26: **IP and Antitrust Policy**

Lecturer: Mr. Adrien Alberini, PhD in Law, Attorney-at-Law,
Lecturer, Faculty of Law, UNIGE

10.00 – 10.30 Discussion

10.30 – 11.00 Coffee Break

11.00 – 12.00 Topic 27: **IP and Unfair Competition Policy**

Lecturer: Mr. Nuno Pires de Carvalho, Director, Intellectual
Property and Competition Policy Division, Global
Issues Sector, WIPO

12.00 – 12.30 Discussion

12.30 – 14.00 Lunch Break

SECTION VII GROUP PROJECTS

14.00 – 16.00 Group I: **University Technology Transfer**

Coordinator: Mr. Laurent Mieville, Head of the Technology
Transfer Office UNITEC, UNIGE

Group II: **Emerging Issues in Copyright**

Coordinator: Mr. Sevan Antreasyan (UNIGE)

Group III: **Management of Trade Secrets**

Coordinator: Mr. Guriqbal Singh Jaiya

Group IV: **IP and Franchising**

Coordinator: Mr. Tomasz Liharewski, Program Officer, SMEs
and Entrepreneurship Support Division, WIPO

Group V: **The Role of IP in Promoting Tourism**

Coordinator: Ms. Francesca Toso

16.00 – 17.00 Preparation of the Group Reports

18.00 Reception offered by UNIGE

Wednesday, July 1, 2015

Section VIII CONTEMPORARY GLOBAL IP CHALLENGES

9.00 – 10.00 Topic 28: **IP and Public Health: Issues and Challenges**

Lecturer: Mr. Hans Georg Bartels, Senior Program Officer,
Global Challenges Division, Global Issues
Sector, WIPO

10.00 – 10.15 Discussion

10.15 – 10.30 Coffee Break

10.30 – 11.30 Topic 29: **IP and Biotechnology**

Lecturer: Mr. Pierre Heuzé, Assistant in Intellectual
Property Law, Faculty of Law, UNIGE

11.30 – 12.00 Discussion

12.00 – 13.30 Lunch Break

13.30 – 14.15 Topic 30: **Traditional Knowledge, Genetic Resources and Traditional
Cultural Expressions – Towards a Suitable Protection System**

Lecturer: Ms. Fei Jiao, Associate Program Officer,
Traditional Knowledge Division, Global Issues
Sector, WIPO

14.15 – 14.30 Discussion

14.30 – 14.45 Coffee Break

14.45 – 15.30 Topic 31: **IP and Economics: Global Innovation Index**

Lecturer: Mr. Carsten Fink, Chief Economist, Economics
and Statistics Division, WIPO [TBC]

15.30 – 15.45 Discussion

Thursday, July 2, 2015

SECTION IX IP ENFORCEMENT

9.00 – 9.45 Topic 32: **Enforcement of IPRs**

Lecturer: Ms. Eun-Joo Min, Senior Legal Counsellor,
Policy and Cooperation, Building Respect for
Intellectual Property Division, Global Issues
Sector, WIPO

9.45 – 10.00 Discussion

10.00 – 10.30 Coffee Break

10.30 – 11.30 Topic 33: **Alternative Dispute Resolution in IP Disputes and Uniform
Domain Name Dispute Resolution Policy (UDRP)**

Lecturers: Mr. Leandro Toscano, Legal Officer, Information
and External Relations Section, WIPO Arbitration
and Mediation Center

Mr. Brian Beckham, Head, Internet Dispute
Resolution Section, WIPO Arbitration and
Mediation Center

11.30 – 12.00 Discussion

12.00 – 14.00 Lunch Break – Visit of the Technology Transfer Office (TTO) of the University
of Geneva (UNITEC)

14.00 – 14.45 Topic 34: **Multi-territorial IP Dispute Settlement: WTO Cases**

Lecturer: Mr. Antony Taubman, Director, Intellectual
Property Division, World Trade Organization
(WTO)

14.45 – 15.00 Discussion

15.00 – 15.30 Coffee Break

15.30 – 16.30 Topic 35: **Protecting IP Globally: Perspective of an International Luxury
Group**

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

16.30 – 17.00 Discussion

Friday, July 3, 2015

SECTION X FINAL SESSION

9.00 – 10.15	Presentation of Group Reports
10.15 – 10.30	Coffee Break
10.30 – 11.00	Presentation of Group Reports (continued)
11.00 – 12.00	Evaluation and Closing

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