



SEMINAR

**WIPO/SMES/GE/10/INF/1 PROV.
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**Intellectual Property and Creative Small and Medium-sized
Enterprises; Intellectual Property Reforms – International
and Comparative Perspectives**

Organized by

the World Intellectual Property Organization (WIPO),
and
the Faculty of Law, Hebrew University,

participating Academic Institutions

the Max-Planck Institute for Intellectual Property, Competition and Tax Law
the School of Law, University of Connecticut,
the Faculty of Law, VU University of Amsterdam,
and
the Institute for International Law and European Law,
Georg-August-University of Goettingen

Geneva, May 26 to 28, 2010

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, May 26, 2010

9.30 – 10.10	Opening Ceremony	
	Welcome addresses by:	
	Mr. Michal Svantner, Director, Division for Certain Countries in Europe and Asia, World Intellectual Property Organization (WIPO), Geneva	
	Dr. Guy Pessach, Lecturer, Faculty of Law, Hebrew University of Jerusalem, Israel	
	Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO, Geneva	
10.10 – 11.00	Topic 1	Enhancing Flexibility in Intellectual Property Law – Towards a Horizontal Fair Use Protection?
	Speakers:	Prof Dr Martin Senftleben, Law Faculty, VU University of Amsterdam
		Mr. Fiorelo Klein, VU University of Amsterdam
		Mr. Joran Spauwen, VU University of Amsterdam
11.00 – 11.50	Topic 2	Competitive Intelligence – Using Intellectual Property Information
	Speaker:	Ms. Marina Sauzet, Small and Medium-sized Enterprises (SMEs) Division, WIPO, Geneva
11.50 – 12.10	Coffee Break	
12.10 – 13.00	Topic 3	Reforming Biotechnology Patenting
	Speaker:	Mr. Ugreson Maistry, Max Planck Institute for Intellectual Property, Competition and Tax Law, Munich, Germany
13.00 – 15.00	Lunch Break	
15.00 – 15.50	Topic 4	Enablement Requirement Applied to Biotechnology
	Speaker:	Ms. Elisabeth Pimentel, School of Law, University of Connecticut, Hartford, United States of America
15.50 – 16.10	Coffee Break	

16.10 – 17.00	Topic 5	Rethinking Subject Matter Eligibility - A Gender Perspective Speaker: Dr. Shlomit Yanisky-Ravid, Adv., Israel
<u>Thursday, May 27, 2010</u>		
9.30 – 10.20	Topic 6	Copyright is the answer - trends at the EU and international levels Speaker: Mr. Ted Shapiro, Senior Vice President, General Counsel and Deputy Managing Director, EMEA, Motion Picture Association, Brussels, Belgium
10.20 – 11.00	Topic 7	A “Weak” Model of Market Power Presumption – In-between Intellectual Property Law and Antitrust Law Speaker: Mr. Itamar Morad, Faculty of Law, Hebrew University of Jerusalem, Israel
11.00 – 11.20	Coffee Break	
11.20 – 12.10	Special Address	Intangible Assets and Finance; Perfecting a Security Interest in an IP Asset Speaker: Mr. Marco Marzano de Marinis, Program Officer, Small and Medium-sized Enterprises (SMEs) Division, WIPO, Geneva
12.30 – 14.00	Lunch Break	
14.00 – 14.50	Topic 8	Enforcing Quality – New Methods of Strengthening the IP Systems in Europe Speaker: Mr. Peter Slowinski, Max Planck Institute for Intellectual Property, Competition and Tax Law, Munich, Germany
14.50 – 15.40	Topic 9	Reverse Comparative Law – the New Israeli Copyright Act as a Case-Study Speaker: Dr. Guy Pessach
15.40 – 16.00	Coffee Break	

16.00 – 16.40	Topic 10	Fragmentation of International Law: Its Impact on Access to Knowledge in International Copyright Scenario
		Speaker: Mr. Ge Chen, Research Fellow, Institute for International Law and European Law, Georg-August-University of Gottingen, Germany

17.00 Tour to the Old Town of Geneva and Dinner

Friday, May 28, 2010

9.30 – 10.20	Topic 11	Orphan Works
		Speaker: Ms. Yael Lifshitz, Faculty of Law, Hebrew University of Jerusalem, Israel
10.20 – 11.10	Topic 12	Reforms in the Patent Cooperation Treaty (PCT); Roadmap for Development of the Future PCT
		Speaker: Mr. Claus Matthes, Director, PCT Business Development Division, WIPO
11.10 – 11.30	Coffee Break	
11.30 – 12.20	Topic 13	The WIPO Intergovernmental Committee and Its Mandate 2010-2011
		Speaker: Mr. Wend Wendland, Director, Traditional Knowledge Division, WIPO
12.20 – 14.00	Lunch Break	
14.00 – 14.40	Topic 14	Mediation as an Alternative to the IPRs Enforcement Reform in Europe
		Speaker: Ms. Asako Hatanaka, Max Planck Institute for Intellectual Property, Competition and Tax Law, Munich, Germany
14.40 – 15.20	Topic 15	WIPO Visually Impaired Persons Initiative
		Speaker: Ms. Geidy Lung, Senior Legal Officer, Copyright Law Division, WIPO
15.20 – 15.40	Coffee Break	

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| 15.40 – 16.10 | Topic 16 | <p>“In Confidence” – Putting in Place a Trade Secret Protection Program</p> <p>Speaker: Ms. Lien Verbauwhede, Consultant,
Small and Medium-sized Enterprises
(SMEs) Division, WIPO, Geneva</p> |
| 16.10 – 16.40 | Plenary Discussion and Conclusions | <p>Panelists: Dr. Guy Pessach
Dr. Martin Senftleben
Professor Steven Wilf, School of Law,
University of Connecticut, Hartford,
United States of America</p> |
| 16.40 | Closing Ceremony | |

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