



SUMMER SCHOOL

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 23 to July 4, 2014

prepared by the International Bureau of WIPO

Monday, June 23, 2014

- 9.00 – 9.30 Registration and administrative matters
- 9.30 – 10.00 Introduction of participants
- 10.00 – 10.15 Welcome addresses by:
- Mr. Geoffrey Onyeama, Deputy Director General, Development Sector, World Intellectual Property Organization (WIPO), Geneva
- Mrs. Margareta Baddeley, Vice-Rector, University of Geneva (UNIGE), Geneva
- 10.15 – 10.45 Coffee Break
- 10.45 – 11.15 Topic 1: **Presentation of the University of Geneva**
- Lecturers: Mrs. Christine Chappuis, Professor and Dean, Law School, UNIGE
- Mr. Olivier Vincent, Deputy Director, International Relations Division, UNIGE
- 11.15 – 11.30 Discussion
- 11.30 – 12.00 Topic 2: **Introduction to WIPO and New Developments**
- Lecturer: Mrs. Karen Lee Rata, Head, Academic Institutions, WIPO Academy
- 12.00 – 12.30 Discussion
- 12.30 – 14.00 Lunch Break
- 14.00 – 16.00 Topic 3: **Overview of Intellectual Property (IP) Landscape**
- Lecturer: Mr. William Fisher III, Professor, Intellectual Property Law, Harvard Law School, Boston, United States of America
- 16.00 – 16.30 Coffee Break
- 16.30 – 18.00 Topic 4: **IP and Economics**
- Lecturer: Mr. Julio Raffo, Senior Economic Officer, Economics Section, Economics and Statistics Division, WIPO
- 18.00 Reception offered by WIPO

Tuesday, June 24, 2014

SECTION I PATENTS AND INNOVATION

9.00 – 10.00 Topic 5: **International Patent Landscape**

Lecturer: Mr. William Fisher III

10.00 – 10.30 Discussion

10.30 – 11.00 Coffee Break

11.00 – 12.00 Topic 6: **Patent Information and its Usefulness: A Practical Approach**

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

12.00 – 12.30 Discussion

12.30 – 14.00 Lunch Break

14.00 – 15.00 Topic 7: **International Developments, Exceptions, Limitations and Flexibilities**

Lecturer: Ms. Aida Dolotbaeva, Legal Officer, Patent Law Section, Patent Law Division, WIPO

15.00 – 15.30 Discussion

15.30 – 16.00 Coffee Break

16.00 – 17.30 Topic 8: **Patents and Nanotechnology: Case Study**

Moderator: Mr. Christian Kallinger, Examiner Directorate 1558, European Patent Office (EPO), Munich, Germany

Wednesday, June 25, 2014

Venue (A.M. ONLY): University of Geneva, Unimail (room R060)

SECTION II COPYRIGHT AND RELATED RIGHTS

9.00 – 10.15 Topic 9: **IP and the Future of Entertainment**

Lecturer: Mr. William Fisher III

10.15 – 10.45 Coffee Break

10.45 – 12.00 Topic 10: **Creative Commons and Open Culture in the Digital Age**

Lecturer: Ms. Mélanie Dulong de Rosnay, French National Center for Scientific Research (INRS), Paris, France

12.00 – 14.00 Lunch Break

Venue (P.M.): WIPO headquarters

14.00 – 15.00 Topic 11: **Emerging Copyright Issues: Case Study**

Lecturer: Mr. Sevan Antreasyan, Former Research Assistant, UNIGE

15.00 – 15.30 Discussion

15.30 – 16.00 Coffee Break

16.00 – 17.30 Topic 12: **WIPO Copyright Issues and Developments**

Moderator: Ms. Michele Woods, Director, Copyright Law Division, WIPO

Thursday, June 26, 2014

Venue (A.M.): WIPO headquarters

SECTION III BRANDS

9.00 – 10.00 Topic 13: **International Trademark Landscape**

Lecturer: Mrs. Martha Parra de Friedli, Head, Trademark Law Section, Law and Legislative Advice Division, WIPO

10.00 – 10.30 Discussion

10.30 – 11.00 Coffee Break

11.00 – 12.00 Topic 14: **Internet Domain Names and the Uniform Domain Name Dispute Resolution Policy (UDRP)**

Lecturer: Ms. Joanne Teng, Legal Officer, Internet Dispute Resolution Section, WIPO Arbitration and Mediation Center

12.00 – 12.30 Discussion

12.30 – 14.00 Lunch Break

Venue (P.M. ONLY): University of Geneva, Unimail (room R060)

14.00 – 15.15 Topic 15: **Liability of Internet Intermediaries: Regulatory Models and Policies**

Lecturer: Mr. Philippe Gilliéron, Associate Professor,
University of Lausanne

15.15 – 15.45 Coffee Break

15.45 – 17.00 Topic 16: **Panel on Liability of Internet Intermediaries: Risk Management and Best Practices**

Chair: Mr. William E. New, Director and Editor in Chief,
IP-Watch, Geneva

Panelists: Mr. Yoram Elkaim, Head of Legal for Southern
and Eastern Europe, Middle East of Africa,
Google

Mr. Marcus Höpperger, Director, Law and
Legislative Advice Division, WIPO

Mr. Pascal Marti, Legal Manager Europe, eBay,
International AG

Mr. Philippe Gilliéron, Associate Professor,
University of Lausanne

Friday, June 27, 2014

SECTION IV OTHER INTELLECTUAL PROPERTY RIGHTS (IPRs)

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

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

10.00 – 10.30 Discussion

10.30 – 11.00 Coffee Break

11.00 – 12.00 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, WIPO

12.00 – 12.30 Discussion

12.30 – 14.00 Lunch Break

- 14.00 – 15.30 Topic 19: **Geographical Indications and other Distinctive Signs for Origin-based Products: Case Study**
- Moderator: Ms. Francesca Toso, Senior Advisor, Special Projects Division, WIPO
- 15.30 – 16.00 Coffee Break
- 16.00 – 17.30 Topic 20: **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. Jun Koide, Technical Officer, UPOV

Monday, June 30, 2014

SECTION V IP AS A BUSINESS ASSET

- 9.00 – 10.00 Topic 21: **Transfer of Technology**
- Lecturer: Mr. Theo Stamatiadis, Legal Advisor, Alstom Power, Zurich
- 10.00 – 10.30 Coffee Break
- 10.30 – 11.30 Topic 22: **IP Valuation and Management**
- Lecturer: Mr. Theo Stamatiadis
- 11.30 – 12.00 Discussion
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.00 Topic 23: **IP Licensing and Franchising: A Practical Approach**
- Lecturer: Mr. Jacques de Werra, Professor, University of Geneva
- 15.00 – 15.30 Coffee Break
- 15.30 – 17.30 Topic 24: **Licensing Exercise**
- Moderator: Mr. Theo Stamatiadis

Tuesday, July 1, 2014

SECTION VI CONTEMPORARY GLOBAL IP CHALLENGES

9.00 – 10.30 Topic 25: **IP and Public Health: Issues and Challenges**

Lecturer: Mr. Anatole Krattiger, Director, Global Challenges Division, WIPO

10.30 – 11.00 Coffee Break

11.00 – 12.00 Topic 26: **IP, Green Technology and Climate Change: Issues and Challenges**

Lecturer: Mr. Yesim Baykal, Senior Programme Officer Global Challenges Division, WIPO

12.00 – 14.00 Lunch Break

14.00 – 15.00 Topic 27: **Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions – Towards a Suitable Protection System**

Lecturer: Mr. Oluwatobiloba Moody, Assistant Legal Officer, Traditional Knowledge Division, WIPO

15.00 – 15.30 Coffee Break

15.30 – 17.30 Topic 28: **IP and Biodiversity: International Landscape and Current Issues**

Ms. Daphné Zografos Johnsson, Legal Officer, Traditional Knowledge Division, WIPO

18.00 Reception offered by UNIGE

Wednesday, July 2, 2014

9.00 – 10.30 Topic 29: **IP and Antitrust Policy**

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

10.30-11.00 Coffee Break

11.00 – 12.30 Topic 30: **IP and Unfair Competition Policy**

Lecturer: Mr. Giovanni Napolitano, Senior Program Specialist, Intellectual Property and Competition Policy Division, WIPO

12.30 – 14.00 Lunch Break

14.00 – 15.00 - Topic 31: **Threshold and Criteria of a Sound Collective Management Organization**

Lecturer: Mr. Manisekaran Amasi, Senior Program Officer,
Copyright Infrastructure Division, WIPO

15.00 – 15.30 Coffee Break

15.30 – 16.30 Topic 32: **IP and Biotechnology**

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

16.30 – 17.30 Meeting with Experts / Individual research (Library)

Thursday, July 3, 2014

SECTION VII IP ENFORCEMENT

9.00 – 10.30 Topic 33: **Enforcement of IPRs**

Lecturers: Mr. Xavier Vermandele, Senior Legal Counsellor,
Capacity Building and Technical Assistance,
Building Respect for IP Division, WIPO

Mr. Thomas Dillon, Counsellor, Capacity Building
and Technical Assistance, Building Respect for
IP Division, WIPO

10.30 – 11.00 Coffee Break

11.00 – 12.30 Topic 34: **Alternative Dispute Resolution in IP Disputes**

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

12.30 – 14.00 Lunch Break – Visit of the Technology Transfer Office (TTO) of the University
of Geneva (unitec)

SECTION VIII GROUP DISCUSSIONS

14.00 – 17.00 Group I: **University Technology Transfer**

Coordinator: Mr. Matthias Kuhn,
Licensing Officer, TTO (unitec), Unige

Group II: **Emerging Issues in Copyright**

Coordinator: Mr. Sevan Antreasyan

Group III: **Open Innovation**

Coordinator: Mr. Ali Jazairy

17.00 – 18.00 Preparation of the Report by Each Group

Friday, July 4, 2014

9.30 – 10.30 Plenary Session – Presentation of Group Reports

10.30 – 11.00 Coffee Break

11.00 – 12.00 Plenary Session – Presentation of Group Reports

12.00 – 12.30 Evaluation and Closing

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