



E

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

PROVISIONAL 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: **Update on Copyright Activities at WIPO**

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: **Intellectual Property Options for Protecting and Branding Origin-based products: A project Approach**
- 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 Economics and Statistics**

Lecturer: Mr. Julio Raffo, Senior Economic Officer,
Economics and Statistics Division, WIPO

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: Ms. Heike Wollgast, Senior Legal Officer, IP
Disputes Management 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. Hannu Wager, Counsellor, 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 |

[End of document]