



WIPO - University of Geneva Summer School on Intellectual Property

Geneva, June 19 to June 30, 2023

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

Venue for 1st Week: UNIGE, room **MS130**

Monday, June 19, 2023

- 8.30 – 9.00 Registration and administrative matters
- 9.00 – 9.45 Introduction of participants and introduction to the summer school
- 9.45 – 10.00 Welcome addresses by:
- Ms. Martha Chikowore, Acting Head, Academic Institutions Program, 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
- 10.00 – 10.30 **Topic 1 Presentation of the University of Geneva**
- Lecturers: Jacques de Werra, Professor of intellectual property law & contract law / Director of the Digital Law Center, University of Geneva (UNIGE), Geneva
- Ms. Monica Patry, Scientific Deputy, International Relations and Partnerships Office, (UNIGE), Geneva
- 10.30 – 10.45 Coffee Break and Group Photo
- 10.45 – 11.15 **Topic 2 WIPO Academy and IP Academic Resources**
- Lecturer: Ms. Martha Chikowore, Acting Head, Academic Institutions Program, World Intellectual Property Organization (WIPO) Academy, Geneva
- 11.15 – 12.30 Lunch break
- 12.30 – 13.00 **Introduction to the group projects** [+ Presentation group project V]
- Ms. Irene Calboli, Professor Texas A&M University School of Law, Academic fellow of the University of Geneva
- 13.00 – 13.15 Q&A
- 13.15 – 16.15 **Presentation of the group projects** (plenary session in room MS130 so that all the students get to learn about the different topics followed by break-out sessions with the group leaders [see rooms below])
- Group I: **University Technology Transfer** [M5393]
- Coordinator: Mr. Antoine Roth / Mr. Matthias Kuhn, UNIGE / UNITEC
- Group II: **Trade Secret Management** [M4050]
- Coordinator: Mrs. Marion Consoli, Research and teaching assistant, PhD Student at the University of Geneva

Group III: Gaming and IP [M4020]

Coordinator: Mr. Ryszard Frelek, Program Officer, Section for Central European and Baltic States and Mediterranean Countries, Division for Transition and Developed Countries, WIPO

Group IV: IP & Sustainable Development / Green Technologies [M6020]

Coordinator: Mr. Jacques de Werra, Professor of intellectual property law & contract law / Director of the Digital Law Center, University of Geneva (UNIGE), Geneva

Group V: IP in the Fashion & Luxury Industry [MS040]

Coordinator: Mr. Siroos Tanner, Junior IP Legal Advisor, Richemont, Geneva

Group VI: IP & Data in the Health Industry [M5189]

Coordinator: Dr. H el ene Bruderer, Attorney-at-law, Z urich

16.15 – 18.30 Time Slot for the Group Projects

18.30 - 20.00 Welcome event at the Geneva Ethnographic Museum [MEG],
Boulevard Carl-Vogt 67, CH – 1205 Geneva

Tuesday, June 20, 2023

SECTION I INTRODUCTION TO INTELLECTUAL PROPERTY

9.00– 9.45 **Topic 3 Introduction to Intellectual Property: Challenges and Opportunities in the Global Economy**

Lecturer: Ms. Irene Calboli, Professor Texas A&M University School of Law, Academic fellow of the University of Geneva

9.45 – 10.00 Q&A

10.00 – 10.15 Coffee break

10.15 – 11.00 **Topic 4 Intellectual Property and United Nation’s Sustainable Development Goals (SDG)**

Lecturer: Mr. Jos e Graca Aranha, WIPO’s Special Representative on the UN SDGs, Geneva

11.00 – 11.15 Q&A

SECTION II PATENT AND INNOVATION

- 11.15 – 12.15 **Topic 5 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
- 12.15 – 12.30 Q&A
- 12.30 – 13.45 Lunch Break
- 13.45 – 15.15 **Topic 6 Patent Litigation : Perspectives and New Developments in Europe (Unified Patent Court)**
- Lecturer: Mr. Jean-Christophe Galloux, Professor at Paris II, France
- 15.15 – 15.30 Q&A
- SECTION III IP, UNFAIR COMPETITION LAW AND ANTITRUST LAW**
- 15.30 – 16.30 **Topic 7 IP and Unfair Competition**
- Lecturer: Mr. Adrien Alberini, Attorney-at-law, Geneva
- 16.30 – 16.45 Q&A
- 16.45 - 17.00 Coffee Break
- 17.00 – 18.00 **Topic 8 IP & Competition Law / Antitrust Law**
- Lecturer: Mr. Adrien Alberini, Attorney-at-law, Geneva
- 18.00 – 18.15 Q&A

Wednesday, June 21, 2023

SECTION IV BRANDS

- 9.00 – 10.00 **Topic 9 From Cradle to Grave : The Lifecycle of a Trademark**
- Lecturer: Dr. 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 – 11.30 **Topic 10 The International Protection of Well-known Marks challenges and opportunities**
- Lecturer: Ms. Martha Parra de Friedli, Legal Counsellor (Trademarks), Department for Trademarks,

Industrial Designs and Geographical Indications,
WIPO, Geneva

11.30 – 11.45 Q&A

11.45 – 13.00 Lunch Break

SECTION V COPYRIGHT AND RELATED RIGHTS

13.15 – 14.45 **Topic 11 Sale and Licensing of Content Online** [joint session with DLSS Students in room MR280]

Lecturer: Mr. Chris Bavitz, Professor at Harvard Law School, Berkman Klein Center for Internet & Society, United States

14.45 – 15.00 Q&A

15.00 – 15.15 Coffee break

15.15 – 16.15 **Topic 12 Current Copyright Discussions at WIPO**

Lecturer: Mr. Rafael Ferraz Vazquez, Legal Officer, Copyright Law Division, WIPO, Geneva

16.15 – 16.30 Q&A

Thursday, June 22, 2023

SECTION VI OTHER IP RIGHTS

9.00 – 10.30 **Topic 13 Geographic Indications**

Lecturers: Ms. Marie Paule Rizo, Head, Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications, WIPO, Geneva

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

10.30 – 10.45 Q&A

10.45 – 11.00 Coffee Break

11.00 – 12.00 **Topic 14 Trade Secrets: Issues and Best Practices**

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

12.00 – 12.15 Q&A

12.15 – 13.15 **Topic 15 Design Protection**

Lecturer: Ms. Marina Foschi, Senior Legal Officer, Policy and Legislative Advice Section, Department for

- 13.15 – 13.30 Q&A
- 13.30 – 14.45 Lunch Break
- 14.45 – 16.15 Time Slot for Group Projects

Friday June 23, 2023

SECTION VII IP ENFORCEMENT AND IP DISPUTE RESOLUTION MECHANISMS

9.00 – 10.00 Topic 16 Enforcement of IPRs

Lecturer: Mr. Xavier Vermandele, Senior Legal Counsellor,
Building Respect for IP Division, WIPO, Geneva

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break

10.30 – 12.00 Topic 17 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

Mr. Andrzej Gadkowski, Associate Legal Officer,
IP Disputes Section, WIPO Arbitration and
Mediation Center, Geneva

12.00 – 12.15 Q&A

12.15 – 13.30 Lunch Break

13.30 – 14.30 Topic 18 IP Enforcement Challenges in the On-line World

Lecturer: Mr. Yaniv Benhamou, Professor of Law at
UNIGE, Geneva

14.30 – 14.45 Q&A

14.45- 15.00 Coffee Break

15.00 – 16.00 Topic 19 Uniform Domain Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension System (URS)

Lecturer: Mr. Michael Eylerts, Associate Legal Officer,
Operations, Outreach, Privacy, Internet Dispute

16.00 – 16.15 Q&A

WEEK 2*Venue for 2nd Week: WIPO [room A]*Monday, June 26, 2023**SECTION VIII IP Management and Commercialization****9.00 – 10.00 Topic 20 IP & Innovation Ecosystems**Lecturer: Ms. Sara Nassar, Associate Program Officer, IP
for Business Division, WIPO, Geneva

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break and Group Photo

10.30 – 12.00 Topic 21 Licensing and Technology Transfer and Introduction to IP**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 22 IP Licensing ExerciseLecturer: Mr. Theo Stamatiadis, Executive Counsel, IP-
General Electric Company

16.15 – 16.30 Q&A

16.30 – 16.45 Coffee break

16.45 – 17.15 Status report on the advancement of the Group Projects (plenary session
followed by break-out sessions)Coordinator : Ms. Irene Calboli, Professor, Texas A&M
University School of Law, Academic fellow,
University of Geneva18.00 – 19.30 The role of international Geneva in times of crises (*optional lecture at unimail
in room MR280*)Lecturer: Mr. Volker Türk, United Nations High
Commissioner for Human Rights, Geneva

Tuesday, June 27, 2023

SECTION IX CONTEMPORARY GLOBAL IP CHALLENGES

9.00 – 10.00 **Topic 23 IP and Public Health: Issues and Challenges**

Lecturer: Ms. Pearl Ngugi, Program Officer, Global Health,
Global Challenges Division, WIPO, Geneva

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break

10.30 – 11.30 **Topic 24 State-to-State IP Dispute Settlement: World Trade Organization (WTO) Cases**

Lecturer: Mr. Antony Taubman, WTO, Geneva

11.30 – 11.45 Q&A

11.45 – 13.00 Lunch Break

13.00 – 14.00 **Topic 25 IP Green Technology and Climate Change: Issues and Challenges**

Lecturer: Ms. Sabrina Herzog de Souza Lima, Global
Challenges Division, WIPO, Geneva

14.00 – 14.15 Q&A

14.15 – 14.30 Coffee Break

14.30 – 15.30 **Topic 26 Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions – Towards a Suitable Protection System**

Lecturer: Mr. Simon Legrand, Counsellor, Traditional
Knowledge Division, WIPO, Geneva

15.30 – 15.45 Q&A

Wednesday, June 28, 2023

SECTION X: Future of IP Practice

9.00 – 10.00 **Topic 27 Practicing IP Law in a Global Company: Trends and Perspectives**

Lecturer: Mrs. Stéphanie Di Palma, IP Counsel, Chanel Sàrl
Switzerland, Geneva

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break

10.30 – 11.30 **Topic 28 The Impact of Artificial Intelligence on Intellectual Property Law and Practice**

Lecturer: Dr. Ulrike Till, WIPO, Geneva

11.30 – 11.45 Q&A

11.45 – 13.00 Lunch Break

13.00 – 15.30 Time Slot for Group Projects (travel back from WIPO to UNIGE)

15.30 – 16.15 **Topic 29 Future of IP Practice: What Role for Academia? (with DLSS students in room MR290)**

Lecturers: Mr. Robert Burrell, Professorship of Intellectual Property and Information Technology Law, University of Oxford, England

Mr. Pierre-Emmanuel Moysé, Professor at the University of Montreal (McGill), Faculty of Law, Canada

16.15 – 16.30 Topic 30 Coffee break

16.30 – 18.00 **Topic 30 IP and Digital law Career forum (alumni event with DLSS), hybrid event at UNIGE (room MR290)**

Ms. Jerusha D'Souza, Entertainment & Technology Attorney, B.L.S [2017 IPSS edition]

Mr. Guillem Martinez Roura, AI and Robotics Program Coordinator, International Telecommunication Union (ITU) [2022 DLSS edition]

Ms. Eva Stefanovska, Young Experts Program, Division for Transition and Developed Countries [2022 IPSS edition]

Ms. Anastasia Konova, [2020 DLSS edition]

Mr. Grega Kumer, Deputy Director, Government Relations IFPMA, [2014 IPSS edition]

18.00 – 20.00 Cocktail reception at the University of Geneva [UNIGE]

Thursday, June 29, 2023 **Day 1 IPRE at WIPO**

SECTION XI Day 1 IPRE at WIPO [morning session]

9.00 – 19.00 Works-In-Progress Conference « IP Researchers Europe » (IPRE)

19.00 – 20.30 Cocktail reception at the Geneva Graduate Institute [GDI]

Friday, June 30, 2023: **Day 2 IPRE (WTO), GROUP REPORTS AND CLOSING (WIPO)**

SECTION XII IPRE Day 2 at WTO

9.00 – 13.00 Works-In-Progress Conference « IP Researchers Europe » (IPRE)

SECTION XIII GROUP REPORTS AND CLOSING at WIPO

Chair: Ms. Marion Consoli, Research and Teaching assistant, PhD candidate,
University of Geneva, Geneva

14.00 – 15.15 Presentation of group reports

15.15 – 15.30 Q&A with the other groups [active participation from the other groups is required]

15.30 - 15.45 Coffee Break

15.45– 17.00 Presentation of group reports

17.00 – 17.15 Q&A with the other groups [active participation from the other groups is required]

17.15– 18.15 Closing session

Ms. Martha Chikowore (WIPO)/ UNIGE (Prof. Irene Calboli / Prof. Jacques de Werra)
