



**WIPO - University of Geneva Summer School on Intellectual Property**

**Geneva, June 17 to June 28, 2024**

Potentially subject to modifications

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

Venue for 1<sup>st</sup> Week: WIPO, room A

Monday, June 17, 2024

- 8.30 – 9.00 Registration and administrative matters
- 9.00 – 9.15 Welcome addresses by:
- Mrs. 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
- 9.15 – 9.30 **Topic 1 WIPO Academy and IP Academic Resources**
- Lecturer: Mrs. Martha Chikowore, Acting Head, Academic Institutions Program, World Intellectual Property Organization (WIPO) Academy, Geneva
- 9.30 – 9.45 **Topic 2 Presentation of the University of Geneva**
- Lecturer: Jacques de Werra, Professor of intellectual property law & contract law / Director of the Digital Law Center, University of Geneva (UNIGE), Geneva
- 9.45 – 10.00 Coffee Break and Group Picture
- 10.00 – 10.45 Introduction of participants and introduction to the summer school
- SECTION I INTRODUCTION TO INTELLECTUAL PROPERTY**
- 10.45 – 11.30 **Topic 3 Introduction to Intellectual Property: Challenges and Opportunities in the Global Economy**
- Lecturer: Mrs. Irene Calboli, Professor Texas A&M University School of Law, Academic fellow of the University of Geneva
- 11.30 – 11.45 Q&A
- 11.45 – 13.00 Lunch Break
- 13.00 – 13.30 **Introduction to the group projects**
- Mrs. Irene Calboli, Professor Texas A&M University School of Law, Academic fellow of the University of Geneva
- 13.30 – 13.45 Q&A
- 13.45 – 16.45 **Presentation of the group projects** (plenary session so that all the students get to learn about the different topics followed by break-out sessions with the group leaders [in separate rooms tbc])

- 13.45 – 14.15 **Group I: University Technology Transfer**  
Coordinator: Mr. Matthias Kuhn, UNIGE / UNITEC
- 14.15 – 14.45 **Group II: Trade Secret Management**  
Coordinator: Mrs. Marion Consoli, Research and teaching assistant, PhD Student at the University of Geneva
- 14.45 – 15.15 **Group III: Gaming and IP**  
Coordinator: Mr. Ryszard Frelek, Program Officer, Section for Central European and Baltic States and Mediterranean Countries, Division for Transition and Developed Countries, WIPO
- 15.15 – 15.30 Coffee Break
- 15.30 – 16.00 **Group IV: IP & Sustainable Development in the Fashion & Luxury Industry**  
Coordinator: Mrs. Olivia Dhordain, Intellectual Property Counsel specialised in the luxury industry
- 16.00 – 16.30 **Group V: IP & Public Health**  
Coordinator: Mrs. Nataliya Omelchuk, Senior Legal Counsel at FIND Diagnostics [www.finddex.org](http://www.finddex.org)
- 16.30 – 17.00 **Group VI: IP & AI**  
Coordinator: Mrs Ana Andrijevic, PhD Candidate at the University of Geneva, & Visiting Researcher at Harvard Law School, Research affiliate at the Digital Law Center [UNIGE] & at the Berkman Klein Center for Internet & Society [online session]
- 17.00 – 17.30 Individual break-out sessions
- 17.30– 18.30 Time slot for the group projects

Tuesday, June 18, 2024

**SECTION II COPYRIGHT AND RELATED RIGHTS**

- 9.00 – 10.15 **Topic 4 Sale and Licensing of Content Online** [joint session with DLSS]  
Lecturer: Mr. Chris Bavitz, Professor at Harvard Law School, Berkman Klein Center for Internet & Society, United States
- 10.15 – 10.30 Q&A
- 10.30 – 10.45 Coffee Break

10.45 – 11.45	<b>Topic 5</b>	<b>Current Copyright Discussions at WIPO</b>
	Lecturer:	Ms. Michele Woods, Director WIPO Copyright Law Division, WIPO, Geneva
11.45 – 12.00	Q&A	
12.00 – 13.15	Lunch Break	

### **SECTION III PATENT AND INNOVATION**

13.15 – 14.15	<b>Topic 6</b>	<b>The Patent Cooperation Treaty (PCT): Essential tool for seeking foreign patent protection</b>
	Lecturer:	Mr. Matthew Bryan, Director, PCT Legal and User Relations Division, WIPO, Geneva
14.15 – 14.30	Q&A	
14.30 – 15.30	<b>Topic 7</b>	<b>Patent Litigation: Strategies and Practice</b>
	Lecturer:	Mr. Peter Ling, Attorney-at-law, Geneva, Lenz & Staehelin
15.30 – 15.45	Q&A	
15.45 – 16.00	Coffee Break	
16.00 – 18.00	Time Slot for the Group Projects	
18.30 – 20.00	Welcome reception at the Geneva Ethnographic Museum [MEG], Boulevard Carl-Vogt 67, CH – 1205 Geneva (together with the students of the Digital Law Summer School - DLSS)	

Wednesday, June 19, 2024

### **SECTION IV BRANDS**

9.00 – 10.00	<b>Topic 8</b>	<b>International Trademark Protection Strategies and Practice</b>
	Lecturer:	Mr. Marcus Höpperger, Director, Department for Trademarks, Industrial Designs and Geographical Indications, WIPO
10.00 – 10.15	Q&A	
10.15 – 10.30	Coffee Break	
10.30 – 11.30	<b>Topic 9</b>	<b>The International Protection of Well-known Marks: Challenges and Opportunities</b>
	Lecturer:	Mrs. 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 OTHER IP RIGHTS**

13.00 – 14.00 **Topic 10 Geographical Indications**

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

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

14.00 – 14.15 Q&A

14.30 – 15.30 **Topic 11 Trade Secrets: Issues and Best Practices**

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

15.30 – 15.45 Q&A

15.45 – 16.00 Coffee break

16.00 – 17.00 **Topic 12 Design Protection**

Lecturer: Mrs. Marina Foschi, Senior Legal Officer, Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications, WIPO, Geneva

17.00 – 17.15 Q&A

Thursday, June 20, 2024

## **SECTION VI IP, UNFAIR COMPETITION LAW AND ANTITRUST LAW**

09.00 – 10.00 **Topic 13 IP and Antitrust Policy**

Lecturer: Mr. Adrien Alberini, Attorney-at-law, Geneva

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break

10.30 – 11.30 **Topic 14 Interactions between IP & Unfair Competition Law**

Lecturer: Mr. Adrien Alberini, Attorney-at-law, Geneva

11.30 – 11.45 Q&A

11.45 – 13.00 Lunch break

## **SECTION VII CONTEMPORARY GLOBAL IP CHALLENGES**

13.00 – 14.00 **Topic 15 IP and Public Health**

Lecturer: Mrs. Gabriela de Obarrio Carles, Global Health Challenges Division, WIPO, Geneva

14.00 – 14.15 Q&A

14.15 – 14.30 Coffee Break

14.30 – 15.30 **Topic 16 State-to-State IP Dispute Settlement: World Trade Organization (WTO) Cases**

Lecturer: Mr. Antony Taubman, WTO, Geneva

15.30 – 15.45 Q&A

15.45 – 18.00 Time slot for group projects

Friday, June 21, 2024

## **SECTION VII CONTEMPORARY GLOBAL IP CHALLENGES**

09.30 – 10.30 **Topic 17 IP Green Technology and Climate Change: Issues and Challenges**

Lecturer: Mr. Peter Oksen, Green Technology and Research Manager, Climate Change and Food Security Unit, WIPO, Geneva

10.30 – 10.45 Q&A

10.45 – 11.00 Coffee Break

11.00 – 12.00 **Topic 18 Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions – Towards a Suitable Protection System**

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

12.00 – 12.15 Q&A

12.15 – 14.00 Lunch break

14.00 – 16.00 Time slot for group projects

16.00 – 16.30 Status report on the advancement of the Group Projects

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

16.30 – 16.45 Q&A

## WEEK 2

*Venue for 2<sup>nd</sup> Week: UNIGE [room MR280]*

Monday, June 24, 2024

### SECTION VIII IP Management and Commercialization

9.00 – 10.00 **Topic 19 IP Management Strategies**

Lecturer: Mrs. Mathilde Tachon, IP for Business Division, WIPO, Geneva

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break

10.30 – 12.00 **Topic 20 Licensing and Technology Transfer**

#### 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 21 IP Licensing Exercise**

Lecturer: Mr. Theo Stamatiadis, Executive Counsel, IP-General Electric Company

16.15 – 16.30 Q&A

16.30 – 16.45 Coffee break

17.00 – 17.30 Welcome session with the team of Geneva Summer School [GSS]

Tuesday, June 25, 2024

### SECTION IX IP ENFORCEMENT AND IP DISPUTE RESOLUTION MECHANISMS

9.00 – 10.00 **Topic 22 Enforcement of IPRs**

Lecturer: Mr. Samer Al Tarawneh, Legal Counsellor, Capacity Building and Technical Assistance, Building Respect for IP Division, WIPO, Geneva

10.00 – 10.15	Q&A	
10.15 – 10.30	Coffee Break	
10.30 – 12.00	<b>Topic 23</b>	<b>Alternative Dispute Resolution (ADR) / Arbitration of IP Disputes</b>
	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, Legal Officer, IP Disputes Section, WIPO Arbitration and Mediation Center, Geneva
12.00 – 12.15	Q&A	
12.15 – 14.00	Lunch Break	
14.00 – 15.00	<b>Topic 24</b>	<b>Uniform Domain Name Dispute Resolution Policy (UDRP) and National Country Code Top-Level Domain (ccTLD) Policies</b>
	Lecturer:	Ms. Dandan Zhou, Legal Officer, Internet Dispute Resolution Section, WIPO Arbitration and Mediation Center, Geneva.
15.00 – 15.15	Q&A	
15.15 – 15.45	Coffee Break	
15.45 – 16.45	<b>Topic 25</b>	<b>IP Enforcement Challenges in the Online World</b>
	Lecturer:	Mr. Yaniv Benhamou, Professor of Law at UNIGE, Geneva
16.45 – 17.00	Q&A	
17.15 – 18.30	<b>Topic 26</b>	<b>Geneva IP and Digital Law Alumni and Career Forum [MR290]</b>



Panel discussion chaired by Mr. Jacques de Werra

Mr. Mathieu Marchal, former academic intern at IPI (Swiss Intellectual Property Office) and current Student in advocacy at the University of Geneva [IPSS 2022]

Mrs. Lina Gevorgyan, Brand Safety Consultant at BrandMonitor, Former Safety ecosystem manager at TikTok [DLSS 2017]

Mrs. Sofia Spataro, Biomedical Researcher at the University of Geneva [IPSS 2023]

Mrs Maria Vasquez Callo-Müller, Digital Trade Policy Consultant and Post-doctoral researcher at the University of Lucerne [DLSS 2015]

Mr. Pooyan Piredeir, WIPO Young Expert [IPSS 2018]

18.30 – 20.00 Cocktail reception at the University of Geneva [UNIGE]

Wednesday, June 26, 2024

## **SECTION X THE PRACTICE OF IP IN SELECTED INDUSTRIES**

9.00 – 10.00 **Topic 27 IP in the Watch Industry**

Lecturer: Mrs. Carole Aubert, Federation of the Swiss Watch Industry – FH, Head of Legal Division

10.00 – 10.15 Q&A

10.15 – 10.30 Coffee Break

10.30 – 11.30 **Topic 28 IP in the Sports Industry**

Lecturer: Mr. Carlos Castro, Head of Intellectual Property, International Olympic Committee

11.30 – 11.45 Q&A

11.45 – 13.00 Lunch Break

13.00 – 14.00 **Topic 29 IP in the Consumer Industry**

Lecturer: Mr. Gregor Versoondert, Director & Assistant General Counsel Procter & Gamble International Operations SA, Geneva/MARQUES Council Member ([www.marques.org](http://www.marques.org)), Geneva

14.00 – 14.15 Q&A

14.15 – 14.30 Coffee Break

14.30 – 15.30 **Topic 30 IP in the Pharmaceutical Industry**

Lecturer: Mr. Jean-Christophe Galloux, Professor at Paris II, France

15.30 – 15.45 Q&A

Thursday, June 27, 2024

**SECTION XI Artificial Intelligence (AI) & IP**

9.00 – 10.30 **Topic 31 Generative AI & Copyright Law : Trends and Perspectives**

Lecturer: Ms. Ulrike Till, Director, IP and Frontier Technologies Division

10.30 – 10.45 Q&A

10.45 – 13.00 Lunch Break

13.00 – 16.00 Time slot for group projects

Friday, June 28, 2024

**SECTION XII GROUP REPORTS AND CLOSING**

Chair: Mrs. Marion Consoli, Research and Teaching Assistant, PhD candidate, University of Geneva, Geneva

13.00 – 14.15 Presentation of group reports

14.15 – 14.30 Q&A with the other groups [active participation from the other groups is required]

14.30 – 14.45 Coffee Break

14.45 – 16.00 Presentation of group reports (continued)

16.00 – 16.15 Q&A with the other groups [active participation from the other groups is required]

16.15 – 17.15 Closing Session

Mrs. Martha Chikowore (WIPO) / UNIGE (Mrs. Irene Calboli / Mr. Jacques de Werra)

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