SEMIMAR ON INTELLECTUAL PROPERTY AND CREATIVE SMALL AND MEDIUM-SIZED ENTERPRISES IN THE DIGITAL ENVIRONMENT

organized by
the World Intellectual Property Organization (WIPO)
in collaboration with
The Faculty of Law, Hebrew University, Israel
School of Law, University of Connecticut, USA
Georg-August-University of Goettingen, Faculty of Law, Germany
VU University Amsterdam, Faculty of Law. The Netherlands

Geneva, May 20 to 22, 2008

PROGRAM

Prepared by the International Bureau of WIPO
Tuesday, May 20, 2008 (day 1)

9.30 – 10.00 Opening and Introduction

Welcome addresses by:

Dr. Guy Pessach, Lecturer, The Faculty of Law, Hebrew University

Prof. Steven Wilf, Lecturer, School of Law, University of Connecticut

Prof. Dr. iur. Peter-Tobias Stoll, Georg-August-University of Goettingen, Faculty of Law

Professor Martin Senftleben, Professor of IP, VU University Amsterdam

Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO,

10.00 – 10.50 Topic 1 Copyright in the Digital Age

Speaker: Mr. Richard Owens, Director, Copyright and Related Rights Sector, WIPO

10.50 – 11.30 Topic 2 Collective Management of Copyright and Related rights; Challenges in the Digital Environment

Speaker: Mr. Victor Vazquez Lopez, Senior Legal Counsellor, Copyright E-Commerce Technology and Management Division, WIPO

11.30 – 11.45 Tea/Coffee Break

11.45 – 12.30 Topic 3 Assessing the Economic Contribution of Creative Industries: Experience of WIPO

Speaker: Mr. Dimiter Gantchev, Acting Director, Office of Strategic Use of IP for Development Creative Industries Division, WIPO

12.30 – 14.00 Lunch Break

14.00 – 14.40 Topic 4 (a) Web 2.0 and User-Generated Content: Social, Cultural and Economic Implications of User-Created Content and the Role of Copyright

Speaker: Prof. Martin Senftleben, VU University Amsterdam, Faculty of Law
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<td>Speaker: Dr. Guy Pessach, Lecturer, The Faculty of Law, Hebrew University</td>
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<td>15.25 – 15.55</td>
<td>Open Session</td>
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<td>15.55 – 16.10</td>
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<td>16.10 – 17.00</td>
<td>Topic 5</td>
<td>Fashion Design: Thinking Across Boundaries</td>
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<td>Speaker: Ms. Margaret Hallet, School of Law, University of Connecticut</td>
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<td>17.00-17.40</td>
<td>Topic 6</td>
<td>International Protection of Rights of Broadcasting Organizations</td>
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<td>Speaker: Ms. Carole Croella, Counsellor, Copyright and Related Rights Sector, WIPO</td>
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**Wednesday, May 21, 2008 (Day 2)**

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<td>Topic 7</td>
<td>Managing Trade Secrets; New Challenges in the Digital Environment</td>
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<td>Speaker: Mr. Gurigbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO, Geneva</td>
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<td>10.10 – 11.00</td>
<td>Special Address I</td>
<td>Using the Patent Cooperation Treaty as a Strategic Tool for Business Success</td>
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<td>Speaker: Mr. Matthew Bryan, Director, PCT Legal Division</td>
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<td>11.15 – 12.00</td>
<td>Topic 8</td>
<td>Bearing the Burden: Small Firms &amp; the Patent System</td>
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<td>Speaker: Ms. Kathryn Foley, School of Law, University of Connecticut</td>
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<td>12.00 – 12.15</td>
<td>Open Session</td>
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12.15 – 12.35 Special Address II Capacity Building Activities in Certain Countries in Europe and Asia
Speaker: Mr. Serguei Zotine, Senior Legal Counsellor, Division for Certain Countries in Europe and Asia, WIPO

12.35 – 14.00 Lunch Break

14.00 – 14.40 Topic 9 (a) Copyright Issues in Managing Libraries and Archives
Speaker: Mr. Jorgen Savy Blomqvist, Director, Copyright and Related Rights Sector, WIPO

14.40 – 15.20 Topic 9 (b) Copyright and Access to, and Use of, Copyright Protected Content by Private Individuals, Students and Libraries
Speaker: Ms. Katrin Arend, Dipl. iur., M.Jur. (Oxon), Georg-August-University of Goettingen, Faculty of Law

15.20 – 16.00 Topic 10 Standardization in Copyright Law
Speaker: Ms. Michal Shur-Ofry, Ph.D. Candidate, The Faculty of Law, Hebrew University; Partner, E.S.Shimron, I. Molho, Persky & Co. Law Offices

16.00 – 16.20 Open Session for Discussion

16.20 – 16.35 Tea/Coffee Break

16.35 – 17.30 Topic 11 Digital Rights Clearance in the Audiovisual Sector
Speaker: Mr. Ted Shapiro, Deputy Managing Director, Vice President and General Counsel - Europe - Motion Picture Association

Thursday, May 22, 2008 (Day 3)

9.30 – 10.10 Topic 12 Parallel Importing of Copyright Goods
Speaker: Ms. Aileen Prill, LL.M. IP, Georg-August-University of Goettingen, Faculty of Law
10.10 – 10.50  Special Address III  WIPO Arbitration and Mediation Center: An Efficient and Cost-effective IP Dispute Resolution Tool
Speaker: Ms. Eun Joo Min, Head, Arbitration and Mediation Center

10.50 – 11.30  Topic 13  Reference in a Digital World: The Harry Potter Lexicon Suit
Speaker: Ms. Regina Forker, School of Law, University of Connecticut

11.30 – 11.45  Tea/Coffee Break

11.45 – 12.25  Topic 14  Copyright Protection of Online Multiplayer Games
Speaker: Mr. Ge Chen, M. iur. (Göttingen), LL.M. (Nanjing), Georg-August-University of Goettingen, Faculty of Law

12.25 – 12.50  Open Session for Comments

12.50 – 14.00  Lunch Break

14.00 – 14.40  Topic 15  WIPO Creative Industries Agenda
Speaker: Mr. Christopher Kalanje, Counsellor, Office of Strategic Use of IP for Development, Creative Industries Division, WIPO

14.40 – 15.20  Special Address IV  Online Education; WIPO Academy Distance Learning
Speaker: Ms. Altayework Tedla, Head, WIPO Worldwide Academy

15.20 – 16.00  Topic 16  Copyright Misuse in the Digital Age
Speaker: Ms. Michal Shur-Ofry, Ph.D. Candidate, The Faculty of Law, Hebrew University; Partner, E.S.Shimron, I. Molho, Persky & Co. Law Offices
16.00 – 16.15  
*Tea/Coffee Break*

16.15 – 17.00  
Plenary Discussion and Conclusions

Moderator:  Prof. Steven Wilf, Lecturer, School of Law, University of Connecticut

Panelists:  Dr. Guy Pessach
Prof. Martin Senftleben
Mr. Guriqbal Singh Jaiya

17.00 – 17.15  
Closure/Closing Ceremony

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