



PROVISIONAL PROGRAM

**WIPO-WTO-UNIGE/ACAD/18/INF.1 PROV.
ORIGINAL: ENGLISH
DATE: JUNE 25, 2018**

IP Researchers Europe Conference

organized by
the World Intellectual Property Organization (WIPO)

and
the World Trade Organization (WTO)

and
the School of Law, University of Geneva (UNIGE)

Geneva, June 29, 2018

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

MORNING PROGRAM

- 8.30 – 9.00 Registration and Security Badges: WIPO Security Center (AB Building)
- 9.00 – 9.45 **Keynote presentation - Room A**
Francis Gurry, Director General, World Intellectual Property Organization (WIPO)
- 9.45 – 10.00 **Opening remarks by:**
Sherif Saadallah, Executive Director, WIPO Academy, WIPO
- Antony Taubman, Director, Intellectual Property, Government Procurement and Competition Division, World Trade Organization (WTO)
- Jacques de Werra, Professor of Law, School of Law; Vice-Rector, University of Geneva (UNIGE), Switzerland
- 10.00 – 10.30 Group picture
Location: Lobby, WIPO (AB) Main Building
- Coffee Break – Lobby WIPO (AB) Main Building

PARALLEL SESSIONS (1)

- 10.30 – 11.45 **Parallel Session 1.a: IP and International Trade**
Location: Room A
- Chair and Moderator: Jayashree Watal, Counsellor, Intellectual Property, Government Procurement and Competition Division, WTO
- What is International about International Intellectual Property Law?**
Speaker: Henning Grosse Ruse-Khan, Reader in International and European Intellectual Property Law, Faculty of Law, University of Cambridge, United Kingdom
- Design Rights in EU Preferential Trade Agreements – Where Does Such Internationalization Lead?**
Speaker: Natalia Kapryrina, Associated Researcher, International Laboratory for IT and IP Law, Higher School of Economics, Moscow; Doctoral Candidate, University of Strasbourg, France
- Twenty-five Years of Intellectual Property Bilateralism**
Speaker: Xavier Seuba, Senior Lecturer and Researcher, Center for International Intellectual Property Studies (CEIPI), University of Strasbourg, France

- 10.30 – 11.45 **Parallel Session 1.b: Trademarks, Design, and Injunctions**
Location: Room B
Chair and Moderator: Irene Calboli, Professor of Law, Texas A&M University School of Law; Fort Worth, United States of America; Transatlantic Technology Law Fellow, Stanford Law School, United States of America; Distinguished Fellow, the Royal University of Law and Economics, Phnom Penh
- A Legitimate Way of Conquering New Enforcement Territory? The New EU Trademark Right Against Goods in Transit**
Speaker: Martin Senftleben, Professor of Intellectual Property, Centre for Law and Internet, Faculty of Law, Vrije Universiteit Amsterdam
- Spare Parts - A Continuing Conundrum for Trade Mark and Design Rights in the EU**
Speaker: Anna Tischner, Associate Professor, Intellectual Property Law Chair, Faculty of Law, Jagiellonian University, Krakow, Poland
- Blocking Injunctions: Lapsing Back into Liability?**
Speaker: Dev S. Gangjee, Associate Professor in Intellectual Property Law and Director, Oxford Intellectual Property Research Centre, Faculty of Law, University of Oxford, United Kingdom

PARALLEL SESSIONS (2)

- 11.45 – 13.00 **Parallel Session 2.a: Patents**
Location: Room A
Chair and Moderator: Marco Aleman, Director, Patent Law Division, WIPO
- The Reform of Patent Law in the EU: Needs and Directions**
Speaker: Justyna Ożegalska-Trybalska, Associate Professor, Intellectual Property Law Chair, Faculty of Law, Jagiellonian University, Krakow, Poland
- The Impact of the European Unitary Patent System on Innovation of Start-Ups**
Speaker: Letizia Tomada, Ph.D. Candidate, Max-Planck Institute for Innovation and Competition, Munich, Germany; EIPIN European Joint Doctorate, University of Augsburg, University of Alicante, Spain
- Excessive Pharmaceutical Prices as an Anti-Competitive Practice in TRIPS and European Competition Law**
Speaker: Behrang Kianzad, Ph.D. Fellow, Faculty of Law, Copenhagen University
- 11.45 – 13.00 **Parallel Session 2.b: Copyright**
Location: Room B
Chair and Moderator: Hannu Wager, Counsellor, Intellectual Property, Government Procurement and Competition Division, WTO

Internet Intermediaries' Liability for Copyright Infringement in the Digital Single Market

Speaker: Maria Lilla Montagnani, Associate Professor of Commercial Law and Director, Ask Research Center, Department of Legal Studies, Università Bocconi, Milan, Italy

The Interpretation of an "Act of Communication to the Public"

Speaker: Faye Wang, Senior Lecturer in Law, Brunel University, London

Digital Copyright Exhaustion Anno 2018: Resalable Downloads but Inalienable Clouds?

Speaker: Simon Geiregat, Doctoral Fellow, Faculty of Law and Criminology, Ghent University, Belgium

END OF THE MORNING PROGRAM

13.00 – 14.00 Lunch Break

AFTERNOON PROGRAM

PARALLEL SESSIONS (3)

14.00 – 15.15 **Parallel Session 3.a: IP Management and Governance**

Location: Room A

Chair and Moderator: Yaniv Benhamou, Lecturer, Faculty of Law, University of Geneva, Switzerland

Balancing IP Rights and Human Rights in Public-Private Partnerships (PPPs) for Sustainable Development

Speaker: Aurora Plomer, Chair in Intellectual Property and Human Rights, School of Law, University of Bristol, United Kingdom

The Allocation of IP Ownership in Research and Development (R&D) Partnerships

Speaker: Arina Gorbatyuk, Ph.D. Fellow, Research Foundation Flanders, KU Leuven Center for IT and IP Law, Faculty of Law, KU Leuven, Belgium

The Financing of Small and Medium-Sized Enterprises (SMEs) in an Intellectual Property World

Speaker: James M. Heller, Lecturer, Anglo-American University Law School, Prague; Lecturer, Empire State College, State University of New York, United States of America

14.00 – 15.15 **Parallel Session 3.b: Trademarks and Geographical Indications**

Location: Room B

Chair and Moderator: Raquel Xalabarder, Chair of Intellectual Property, Universitat Oberta de Catalunya, Barcelona, Spain

Rethinking Fluid Trademarks (TM): Boundaries of TM Protection and Challenges for Distinctiveness Assessment

Speaker: Vinicius Bogéa Câmara, Professor, IP and Innovation Academy, Brazilian National Institute of Industrial Property, Rio de Janeiro, Brazil; Visiting Researcher, Center for International Intellectual Property Studies, University of Strasbourg, France

IP Protection of Country Names - No Man's Land, No Man's Brand

Speaker: Natalie Corthésy, Lecturer in Law, University of The West Indies, Mona Campus, Jamaica; Ph.D. Candidate, Centre for Commercial Law Studies, Queen Mary University of London

The Puzzle of Reputation in EU Protected Geographical Indications: Can Traditional Specialities Guaranteed Provide a Solution?

Speaker: Andrea Zappalaglio, Assistant Lecturer, Oxford Intellectual Property Research Centre, Faculty of Law, University of Oxford, United Kingdom; Adjunct Professor, Faculty of Law, University of Milan, Italy

15.15 – 15.45 Coffee Break – Lobby, WIPO (AB) Main Building

PARALLEL SESSIONS (4)

15.45 – 17.00 **Parallel Session 4.a: Patents and Trade Secrets**

Location: Room A

Chair and Moderator: Dana Beldiman, Professor of Law, Bucerius Law School, Hamburg, Germany; University of California Hastings College of the Law, San Francisco, United States of America

Everything is Obvious: Inventive Machines and Changing Standards for Patentability

Speaker: Ryan Abbott, Professor of Law and Health Sciences, University of Surrey, School of Law, Guildford, United Kingdom; Adjunct Assistant Professor of Medicine, David Geffen School of Medicine, University of California, Los Angeles, United States of America

Morality in International IP Lawmaking – Trade Secrets as an Instrument to Overcome the Conflict between Developed and Developing Countries

Speaker: Katharina Behrend, Ph.D. Candidate, Oxford Intellectual Property Research Centre, Faculty of Law, University of Oxford, United Kingdom

Supplementary Protection Certificates for Medical Devices in Europe: Open Questions

Speaker: Magali Contardi, Ph.D. Candidate, Faculty of Law, University of Alicante, Spain

- 15.45 – 17.00 **Parallel Session 4.b: Copyright**
Location: Room B
Chair and Moderator: Michelle Woods, Director, Copyright Law Division, WIPO
- The Future of Professional Creativity on Social Networks and User-Generated Content Platforms: An International and Comparative Law Perspective**
Speaker: Giuseppe Mazziotti, Assistant Professor, School of Law, Trinity College, Dublin; Visiting Professor, Department of European Political and Administrative Studies, College of Europe, Bruges, Belgium
- The Author and the Other: Collaboration and Ownership in Copyright Law**
Speaker: Tehila Rozencwaig Feldman, Ph.D. Candidate, Faculty of Law, Bar Ilan University, Ramat-Gan, Israel
- The Concept and Myth of the Digital User in Copyright Law**
Speaker: Amy Thomas, Ph.D. Candidate, Faculty of Law, University of Glasgow, United Kingdom
- 17.00 – 17.40 **Keynote Presentation:**
Roberto Azevêdo, Director General, World Trade Organization (WTO)
- 17.40 - 17.50 **Closing Remarks by:**
Sherif Saadallah

Antony Taubman

Irene Calboli
- Conclusion of the Conference**

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