



Seminar on “International Technology Transfer – Licensing and ADR”

**Università degli Studi di Milano - Facoltà di Scienze Politiche
Milan, Italy
Tuesday November 28, 2017**

co-organized by:

Licensing Executives Society (LES) Italy
WIPO Arbitration and Mediation Center

with the support of:

MANAGEMENT DELL' INNOVAZIONE E IMPRENDITORIALITÀ

Università degli Studi di Milano
Facoltà di Scienze Politiche, Economiche e Sociali (Sala Lauree)
Via Conservatorio 7, 20122 Milan, Italy

Moderators:

Mattia **Dalla Costa** (Attorney at Law, CBA Studio Legale e Tributario, and President of LES Italy)

Alessandro **Guerci** (Head of Patent Dept. - Whirlpool EMEA SpA and Member of the Executive Committee of LES Italy)

- 09.30 – 09.45 *Registration*
- 09.45 – 10.00 *Opening remarks*
Mattia **Dalla Costa** (President, LES Italy, Italy)
Ignacio **de Castro** (Deputy Director, WIPO Arbitration and Mediation Center, Switzerland)
- 10.00 – 10.15 **Introduction - New Frontiers in Licensing**
Mario **Benassi** (Dean, Master in "Management of Innovation and Entrepreneurship", Department of Economics, Management, and Quantitative Methods, University of Milano, Italy)
- 10.15 – 10.45 **Topic I: Negotiation and Enforcement of License Agreements - the View of the Industry**
Umberto **Simonelli** (General Counsel Brembo SpA, Italy)
- 10.45 – 11.15 **Topic II: Negotiation and Enforcement of R&D Agreements - the View of the Research Institution**
Michael **Gross** (Attorney at law, Fraunhofer-Gesellschaft, Department of Patent and License, LES Germany)
- 11.15 – 11.45 **Topic III: Sport Goods Licensing and Distribution**
Jochen **Schäfer** (Legal Counsel of the World and European Federation of the Sporting Goods Industry (WFSGI-FESI), LES Germany)
- 11.45 – 12.15 **Topic IV: Internet of Things: Patent Liability, Enforcement and Licensing**
John **Paul** (Attorney at Law, Finnegan, LES USA & Canada)
- 12.15 – 12.45 **Topic V: Settlement of IP Disputes**
José Miguel **Lissén** (Attorney at Law, Gómez-Acebo & Pombo Abogados, LES Spain)
- 12.45 – 13.00 *Questions & Answers*
- 13.00 – 14.00 *Lunch*

- 14.00 – 14.45 **Topic VII: ADR for IP and Technology Disputes**
Ignacio **de Castro** (Deputy Director, WIPO Arbitration and Mediation Center)
- (1) Arbitration and Mediation of IP and Technology Disputes (e.g., the WIPO Center’s experience, including the unilateral Request for Mediation)
 - (2) Selecting the Mediator or the Arbitrator (e.g., the open-ended panel of WIPO neutrals, giving effect to the parties’ preferences, the selection and appointment procedure)
 - (3) Practical Considerations for Dispute Resolution Mechanisms (e.g., dispute resolution clause drafting tips and what to avoid, examples of clauses and submission agreements, the WIPO Clause Generator, an in-house perspective, the role of the WIPO Center)
 - (4) WIPO case examples
- 14.45 – 15.00 *Questions & Answers*
- 15.00 – 15.30 *Coffee break*
- 15.30 – 17.45 **Topic VIII: Mock WIPO Mediation**
John **Paul** (Mediator);
Corrado **Druetta** (Legal Counsel - Legal and Corporate Affairs, Comau SpA, industry - Party 1)
Mattia **Dalla Costa** (counsel – Party 1)
Michael **Gross** (research institution - Party 2)
Jochen **Schäfer** (counsel – Party 2)
- 17.45 – 18.00 *Questions & Answers*
- 18.00 *Closing*

REGISTRATION FORM

Seminar on “International Technology Transfer – Licensing and ADR”

Università degli Studi di Milano - Facoltà di Scienze Politiche
Economiche e Sociali (Sala Lauree)
Via Conservatorio 7, 20122 Milan, Italy

Milan, Italy
Tuesday November 28, 2017

Please complete the registration form and return by **November 22, 2017** to:

LES Italy, Via Argonne n. 1 - 10133 Torino, Italia – E: media@les-italy.org

Please note that the number of seats in the seminar room is limited.
We recommend that you register as soon as possible.

Participant information:

Title: (Mr./Dr./Mrs./etc.)	Last name:	First name:
Position:		
Organization/Company:		
Address:		
City/state:		Zip/post code:
Country:		
Phone:		Fax:
E-mail:		
VAT No.:		

Registration Fee

<input type="checkbox"/> Registration Fee	180 Euro
<input type="checkbox"/> LES Italy Members	Free

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Subject: “International Technology Transfer Conference”

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Date	Signature:
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