

Second Transatlantic IP Academy

“Intellectual Property Law and Management”



Overview

Bocconi University, one of Europe's leading institutions in business and economic education and the General Foundation of the University of Alicante, through its prestigious IP programme centre, the Magister Lvcentinvs, are organizing in July 2008 the **Second Transatlantic Intellectual Property Summer Academy**.

Considering the growing role and importance of Intellectual Property in European and North-American knowledge-based economies, this two-week course will focus on IP Rights management, with an inter-disciplinary approach, including IP law, IP economics, IP business and IP operational practicalities at an international level.

On account of lectures held by leading IP scholars and researchers coming from both Europe and from the USA, participants will have a broad perspective on the IP law, as well as the main IP Management issues. An international and comparative standpoint will be taken.

The horizontal and dynamic teaching system will give participants the opportunity to embrace all aspects of IP Rights and IP Management in real life, by bringing about case studies and examples, practical exercises and also direct contact with IP operators.



Contents

The programme is organized in two separate but, nevertheless, complementary modules taking place in Alicante, Spain and Milan, Italy.

Module 1 (Alicante), will focus on the European environment and from a comparative perspective, particularly as related to United States IP Law.

Module 2 (Milan) will place emphasis on the role of IP in emerging economies.

Students will follow a 50 hour programme which consists in lectures by experienced professionals, with a great emphasis on practical examples, as well as exercises which shall allow the student to consolidate the acquired knowledge.

Sessions at the University sites will be complemented with visits and sessions held at relevant regional and international institutions.

Module 1: Campus of the University of Alicante. July 7-15, 2008.

Located on the eastern Mediterranean Coast of Spain, Alicante is one of the fastest growing cities of Spain. Called to be the seat of the OHIM in 1994, the European Union Agency in charge of administrating Community Trade Marks and Designs, this renowned tourist location has recently become one of the IP centres of Europe. Alicante is also known for being an attractive student centre, on behalf of its University, with one of the most modern and most beautiful Campus of the country.

Module 2: Bocconi University, Milan. July 16-18, 2008.

Located at the heart of the European creativity hub, Milan is the economic and financial center of Italy, and a worldwide known capital for fashion, design and research.

Its historical sights (La Scala Opera Theatre, the *Duomo*, Da Vinci's Last Supper, etc) count among the most famous of Italy, and its busy business life, cultural life and nightlife make it an attractive international city. Thanks to the prestige of its internationally known Universities, its modern facilities and a convenient geographical location in Italy, close to Switzerland and France, Milan hosts a very large student and researchers population, and many Headquarters of leading companies.

The courses will be offered by some of the best experts coming from Academia and practice related to IP Law and Management. The international faculty will include lecturers from some of the principal public institutions in charge of administrating IP Rights, such as the European Patent Office, the Office for the Harmonization of the Internal Market (CE) and the Spanish Patent and Trademark Office.

Lecturers:

- Luis Berenguer**, LB Asociados, Alicante
- Alicia Blaya**, IPR- Helpdesk, Alicante
- Stefano Breschi**, Bocconi, Milan
- Roberto Caso**, University of Trento, Trento
- Marie Cornu**, CNRS—CECOJI, Paris
- Yoram Elkaim**, Google, Paris
- Laurent Manderieux**, Bocconi, Milan
- Craig Nard**, Case Western Reserve University, Cleveland
- Mariano Riccheri**, Magister Lvcentinvs, U. Alicante, Alicante
- Iain Russell**, Intellectual Assets Centre, Glasgow
- Gary Rinkerman**, Baker and Hostetler, Washington DC
- Catherine Rogers**, Penn State University and Bocconi
- Alexandre Von Mühlendahl**, Bardhele, Munich

Organized by:

- Fundación General de la Universidad de Alicante (Magister Lvcentinvs, Master in Intellectual Property and Information Society Law—Spain)
- Univertsitá Commerciale Luigi Bocconi (Italy)

Sponsors:

- European Patent Office
- Oficina Española de Patentes y Marcas (Spain)

With the collaboration of:

- EU: Office for the Harmonisation of the Internal Market (OHIM—Alicante)
- Case Western Reserve University (US)
- Centre d'Études sur la Cooperation Juridique Internationale—CNRS- (France)
- Interuniversity Centre on the Law of International Economic Organizations (CIDOIE – Italy)
- IPR-Helpdesk (European Commission)

Module 1 (Alicante), will focus on the European environment and from a comparative perspective, particularly as related to United States IP Law.

- *IP Management and the International Framework.*
- *European and US IP Law;*
 - *Patents, Trademarks, Geographical Indications, Copyrights, Designs. Interfaces.*
- *IP Economics;*
- *IP Licensing and Transactions;*
- *IP as a Tool for Business and Research;*
- *International IP Business Operational Models;*
- *IP and Innovation Development*
- *IP Strategies in Litigation*

Module 2 (Milan) will place emphasis on the role of IP in emerging economies.

- *IP as a Tool for Economic Development in Emerging Countries;*
- *IP Scenarios in China, India and Latin America;*
- *IP Enforcement;*
- *Industrial Property Strategies;*
- *Technology Transfer;*



The Academy will admit up to forty students per module, in order to favour interactivity between students and lecturers.

Students and professionals with an interest in IP law and Management, coming from fields or disciplines such as; law, engineering, economics, business management and economics, , chemistry, informatics, international relations or other IP related fields must submit their applications separately for modules 1 and 2.

Module 1:

Please send the annexed application form to the attention of Ms. Ana Ramalho at the University of Alicante Foundation , by fax or e-mail.

Fax number: 0034 965 909384
 E-Mail: ml.modulos@uafg.net

For further information please contact:
 Ms. Ana Ramalho at the University of Alicante.

Ana.Ramalho@uafg.net
 Tel: +34 965 909392

Module 2:

Please contact Bocconi University.
 E-Mail: ipsummer@unibocconi.it

Fees:

Module 1 (Alicante): 690 Euros

Module 2 (Milano): Students enrolling in Module 1 will have the right to participate in the programme of Module 2 free of charge.

For students attending Module 2 only, participation is subject to a registration fee. For more information please contact:
 E-mail: ipsummer@unibocconi.it