



**UAIPIT II INTERNATIONAL CONGRESS**  
**INTELLECTUAL PROPERTY PROTECTION IN TODAY'S INFORMATION SOCIETY: UPDATE,**  
**CONTROVERSY, AND DEBATE**  
**University of Alicante, November 26, 2010**

## **PRESENTATION**

Following the successful I UAIPIT International Congress, UAIPIT team offers this II Congress, a quality event presenting national and international experts, assisting in specialization, and updating information on Intellectual Property, Information Society, and conflict resolution under Private International Law. Today more than ever, it is essential for entrepreneurs, professionals, experts and those interested in the protection of Intellectual Property to discuss and resolve controversial issues in the present and the future.

This year, the Congress focuses on disputes arising in the digital environment, analyzes the different types of intellectual property infringements, the legal gaps, and controversial case law issues, providing a unique forum for reflection on the digitization of works, Internet downloads, file sharing through P2P networks, new business models and social networks, the problems of plagiarism on television, trade mark infringement in the digital environment, and the controversy concerning the protection of software and business methods. The approach will be practical and participative at all the times.

In this II Congress, UAIPIT awards its distinction to **Mr. Alberto Casado Cerviño**, Director General of the Spanish Patent and Trade Mark Office (in recognition to his contribution to the protection of Intellectual Property and his support to UAIPIT Project).

## **PROGRAM**

09:00-09:30. **Reception**

09:30-09:45. **Welcome and Official Opening of the Congress**

**Mr. Manuel Palomar**, Vice Rector of Innovation & Development University of Alicante  
**Mr. Jean-Michel Zilliox**, Director at the European Patent Academy (EPO)  
**Prof. Lydia Esteve González**, Academic Director [www.UAIPIT.com](http://www.UAIPIT.com) Project

09:45-11:00. **NEWS IN THE UAIPIT-EVENTEX PROJECT: The Importance of Education in Intellectual Property**

**The International Portal of the University of Alicante, Specialising in Intellectual Property Law and Information Society: [www.UAIPIT.com](http://www.UAIPIT.com)**

**Mr. Richard A. Mac Bride**, Attorney at Law, Executive Director [www.UAIPIT.com](http://www.UAIPIT.com)  
**Ms. Clara Ibáñez Fiorillo**, Legal advisor and researcher, [www.UAIPIT.com](http://www.UAIPIT.com)  
**Ms. Nuria Martínez Soriano**, Legal advisor and researcher [www.UAIPIT.com](http://www.UAIPIT.com)

**Education and Training in Intellectual Property: Challenges and Opportunities**

**Sr. D. Jean-Michel Zilliox**, Director at the European Patent Academy (EPO)

**Practical Session on Case Law Search**

**Ms. Helena Galán**, Executive Darts-ip

**SGITT - OTRI (Service for Research and Technology Transfer Management - Technology Transfer Office)**

**Víctor Manuel Pérez Lozano**, Director, SGITT-OTRI (University of Alicante)

11:00-11:30. Pause – coffee break

### **1st Session:**

#### **New Technologies:**

**Unlawful Conduct, Legal Gaps, Debates and Controversies**

11:30-13:30. **Copyright and New Technologies: Dispute Resolution in Private International Law**

**Prof. Lydia Esteve González**, Professor in Private International Law, UNESCO Chair for Education on Copyright and Related Rights and Academic Director , [www.UAIPIT.com](http://www.UAIPIT.com) Project (University of Alicante)

**P2P Networks. User Behaviour: Lawful or Unlawful?**

**Prof. Ignacio Garrote Fernández-Díez**, Professor in Civil Law (Autónoma de Madrid University)

**Television and New Technologies: Plagiarism and Content Distribution War**

**Prof. D. Antonio Castán Pérez-Gómez**, Professor in Procedural Law (Pontificia Comillas (University– ICADE, Madrid) and Head of Litigation Department at Elzaburu Lawfirm (Madrid)

**Microsoft vs. Google: The Struggle for Dominant Position**

**Ms. Begoña Uriarte Valiente**, Attorney at Law

**Free Software and Copyright Issues: “Seis Delicias” in Ireland**

**Prof. Maureen O’Sullivan**, BA, Cert. Spanish, DipL, BCL, LL.M, PGCHE, Lecturer in Law, Faculty of Law, (National University of Ireland, Galway)

13:30-16:00. Lunch Break

**2nd Session:**

**Rights Infringements in the Digital World:  
Domain Names, Trade Marks y Competition Law**

16:00 - 17:30. **Is It Easier To Recover an .Eu Domain Name than a .com Domain Name?  
Analysis of Legal Differences in Dispute Resolution Policies.**

**Mr. Eli Salis**, Attorney at Law, Landwell- PricewaterhouseCoopers, Practice Coordinator Magister Lvcentinvs (University of Alicante)

**Conceptual Comparison between the Signs**

**Mr. Julio Laporta**, Department for IP Policy, Office for Harmonization in the Internal Market (OHIM)

**Three-dimensional Trade Marks and Designs**

**Mr. Tomás de la Heras Lorenzo**, Chairperson of the Second Board of Appeal, Office for Harmonization in the Internal Market (OHIM)

**Cybersquatting: Misappropriation of Domain Names**

**Mr. Albert Agustinoy Guilayn**, Attorney at Law Cuatrecasas Goçalvez Pereira (Barcelona)

17:30-17:45. Pause

**3rd Session:**

**Patent Systems Evolution.  
The Protection of Software and Business Methods**

17:45-19:00. **Introduction. Challenges of the European Patent System**

**Prof. Manuel Desantes Real**, Professor of Private International Law Department (University of Alicante), Ex-Vice President of the EPO.

**The SPTO Viewpoint regarding the UPLS Proposals**

**Mr. Alberto Casado Cerviño**, General Director of the Spanish Patent and Trade Mark Office (SPTO)

**The Patentability of Business Methods in USA and Japan: Analysis of The Bilski Case Effects**

**Prof. Toshiko Takenaka**, Director, CASRIP Washington Research Foundation/W. Hunter Simpson (School of Law, University of Washington, USA)

19:15-20:30. **Tribute to Mr. Alberto Casado Cerviño and Closing Ceremony – Wine Reception to Follow**

**Laudatio: Prof. Carlos Lema Devesa**, Head of the Commercial Law Department, (Complutense University Madrid)

**Mr. Ignacio Jiménez Raneda**, Rector of the University of Alicante

**Mr. António Campinos**, President of the Office of Harmonization for the Internal Market (OHIM)

**Mr. Alberto Casado Cerviño**, General Director of the Spanish Patent and Trade Mark Office (SPTO)

**Mr. Jean-Michel Zilliox**, Director at the European Patent Academy (EPO)

**Prof. Lydia Esteve González**, Academic Director, [www.UAIPIT.com](http://www.UAIPIT.com) Project

#### **PAYMENT INFORMATION AND REGISTRATION:**

Registration should be made by payment to the CAM, into account number:  
**2090 / 3191 / 12 / 0200033331**

To confirm your booking registration, please forward your payment receipt to Fax No. +34 965909369 indicating your participation in the conference or e-mail to [uaipit@ua.es](mailto:uaipit@ua.es)

- Conference Registration Fee: **€50**
- Undergraduate Students of the University of Alicante: **€10**
- AAA Magister Lvcentinvs Members: **€30**
- Students of the Magister Lvcentinvs and International Trade Masters: **Free Registration**

The fee includes materials, attendance certificate, coffee and refreshments at the end of the conference.

For further information, please check: [www.uaipit.com](http://www.uaipit.com) or contact [uaipit@ua.es](mailto:uaipit@ua.es)  
Tel. +34 965909609

#### **VENUE:**

**Salón de Actos, Germán Bernácer Building (University of Alicante)**

**Director:** Lydia Esteve González

**Coordinator:** Clara Ibáñez Fiorillo

**Congress Secretary:** Nuria Martínez Soriano

#### **ORGANIZER, SPONSORS and SUPPORT:**

