

**VIIth Transatlantic Intellectual Property Summer Academy (TIPSA)**

**Organised by Bocconi University (Milan, Italy)  
and Magister Lvcentinvs (University of Alicante, Spain)**

**Monday 9th – Friday 13th September 2013**

*(Provisional program – not to be circulated)*

**INTRODUCTION**

**Monday 9<sup>th</sup> September 2013**

**9:00 – 9:30 Opening Ceremony**

- Introduction to University of Alicante
- Introduction to the Summer Academy 2013 Edition from Magister Lvcentinvs and Bocconi Coordinators
- Opening speeches by the EPO Academy and the OHIM Academy Representatives (*To be confirmed*)

**9:30 – 11:00 -Towards an international IP common language?**

*Laurent Manderieux (Professor of IP Law, Bocconi University, Milan)*

**A. IP Protection**

**11:30 - 13:30 Setting the new stage of Patent Law in the Transatlantic Area**

- The new US Patent Law and Patent friendly environment  
*Craig Nard (Director, Center for Law, Technology & the Arts Case Western Reserve University)*
- The new European Patent Environment  
*Manuel Desantes, (Professor of Private international Law, University of Alicante)*

**15:00 - 16:30 Rethinking Copyright: from Artificial Scarcity to Digital Abundance**

*Roberto Caso (Professor of IP Law, University of Trento, Lawtech Group) / Paolo Guarda (Professor of IP Law, University of Trento, Lawtech Group) (TBC)*

**17:00 - 18:30 Trademarks on both sides of the Atlantic**

- The EU Trademark package  
*EU OHIM Representative (TBC)*
- New orientations in US Trademark Law  
*Craig Nard*

**Tuesday, 10th September 2013**

**B. IP Management and the International Framework**

**9:00 -10:30. IP Management in big corporations**

*José Checa (IP Counsel, Du Pont de Nemours International) (TBC)*  
*Christopher George (IP Counsel, Intel) (TBC)*

**11:00 - 12:00. IP Management in Universities / Research Centers. New forms and models of governance for technology transfer offices**

*Vincent Lamande (Director, Société d'Accélération du Transfert de Technologie Ouest Valorisation, France)*

**12:00 - 13:30. Open Innovation: national approaches**

*Daniel Kupka (Senior Economist, OECD, Paris)*

**14:00 – 17:30 Case Study: Trademark Management in the international framework**

Visit to Mustang in Elche (TBC)

**Wednesday, 11th September 2013**

**9:00 - 10:30. What we can learn on Migration and Innovation from patent data?**

*Stefano Breschi (Professor of Innovation Economics, Bocconi University, Milan)*

**11:00 - 12.30. Navigating the Patent Thicket in the ICT Sector: Patent pools and cross-licenses**

TBD

**14:00 – 17:30. Case Study - IP Management in SMEs: InnovaTech, Spanish SME**

Visit to InnovaTec and UPV in Alcoi

Presentation by *Jaime Gisbert (Managing Director InnovaTec)*

**Thursday, 12th September 2013**

**C. IP Exploitation: Basic Agreements for the Generation & Acquisition of Intellectual Property**

**9:00 - 10:30. IP Licensing: Anatomy of a License Agreement – Key Terms & Considerations:**

*Aurelio Lopez Tarruella (Associate Professor of Private international law University of Alicante)*

**10:30 - 12:00. R&D Contracts - Collaborative Contracts**

*Alicia Blaya (Senior Legal Advisor, Intellectual Property and Knowledge Transfer, University of Alicante)*

**12:00 - 13:30. Technology Transfer University-Enterprises**

*Laurent Manderieux*

**16:00 -17:30. Software: open models vs. Close models at University and R&D Centers.**

*Malcom Bain (ID-Law Partners, Barcelona)*

**Friday, 13th September 2013**

**09:00 -11:00. Technology Transfer Agreements in Europe, USA and emerging economies**

Taking technology from US / European Universities and licensing it to companies (to emerging economies and vv: - Outsourcing of knowledge vs. Outsourcing of production

*Giulio Zanetti (Director, IDLO, Rome)*

*Manuel Guerrero Gaitan (Lecturer, Universidad del Externado, Colombia)*

**11:30 - 13:00. Round table**

Speakers from Europe and Latin America talk about the negotiation process from their side of the fence: what are they looking for in a deal, what IP issues arise, and what mistakes European companies often make?

Lecturers from Europe/ two from the Americas

*Moderator: OHIM Representative (TBC)*

**13:00 - 14:00. Closing remarks: Quo Vadis? Where is the global IP system heading in the next 5-10 years?**

Discussion of WIPO and WTO policies and their likely impact upon relations between the EU/

US and emerging markets.

*Moderator: Marcelo di Pietro (Director, WIPO Academy)*

**Wrap up + Certificates Granting Ceremony**