

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

### ***TOWARDS A BETTER IP MANAGEMENT IN THE TRANSATLANTIC AREA***

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

***Sponsored by the European Patent Office***

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

**Venue: Salon de Actos, Edificio Germán Bernacer  
Universidad de Alicante**

### **INTRODUCTION**

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

##### **9:00 – 9:30 Opening Ceremony**

- Opening speeches by Amparo Navarro, Vice-Chancellor of Research and Innovation (University of Alicante), Hugues Bello (Head of the OHIM Academy), T. Bereuter (European Patent Academy)
- Introduction to the Summer Academy 2013 Edition from Magister Lvcentinvs and Bocconi Coordinators

##### **9:30 – 10:30 -Towards an international IP common language?**

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

### **A. IP PROTECTION**

##### **11:00 - 13:00 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)*

##### **14:00 - 15:30 Trademarks on both sides of the Atlantic**

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

##### **16:00 - 16:45 Rethinking Copyright: a Law and Technology Perspective**

*Paolo Guarda (University of Trento, Lawtech Group)*

#### **Tuesday, 10th September 2013**

The Summer Academy is partially financed by *Proyecto de Investigación “Aspectos jurídicos de los proyectos y contratos internacionales de I+D de financiación privada y pública”, del Ministerio de Economía y Competitividad (DER2010-19454)* and the *European Patent Academy*

## **B. IP MANAGEMENT AND THE INTERNATIONAL FRAMEWORK**

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

*Camila Santamaría (Café de Colombia) 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. New Strategies and Policies for the Transfer, Exploitation and Commercialisation of Public Research Results**

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

### **15:00 – 16:00. Open Models, Open seeds: Towards an Open Protection?**

*Matteo Ferrari (University of Trento, Lawtech Group) / Paolo Guarda (University of Trento, Lawtech Group)*

## **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**

*Eugenio Archontopoulos (EPO)*

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

*Aurelio Lopez Tarruella (Lecturer of Private international law, University of Alicante / "Of Counsel" Attorney, Salvador Ferrandis & Partners)*

### **10:00 - 11:00. R&D Contracts - Collaborative Contracts**

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

### **11:30 - 13:00. Technology Transfer University-Enterprises**

*Laurent Manderieux*

### **15:00 -16:30. Software: open models vs. Close models at University and R&D Centers.**

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

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**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: Dimitris Botis (OHIM)*

**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: TBD*

**Wrap up + Certificates Granting Ceremony**