

# X<sup>th</sup> Transatlantic Intellectual Property Summer Academy (TIPSA)

**Intellectual Property, Hightech and International  
Trade**

**Alicante (Spain), Monday 5 – Friday 9 September 2016**

**Jointly hosted by** Bocconi University (Milan, Italy) and University of  
Alicante (Alicante, Spain)

**Directors:**

Prof. Laurent MANDERIEUX, Bocconi University

Prof. Manuel DESANTES REAL, University of Alicante

## **PROGRAM**

### **Monday 5 September 2016**

#### **A. IP PROTECTION, INTERNATIONAL TRADE AND NEW TECHNOLOGIES**

**10:00 – 10:30.** Opening Ceremony

**Magfco. y Excmo. Sr. Manuel Palomar, Rector, Universidad de Alicante**

**Mr. Hughes Bello, Director, EUIPO Academy**

**Mr. Jean-Michel Zilliox, Director IP Programme, European Patent  
Academy, European Patent Office**

**10:30 - 11:30.** Intellectual Property and New Technologies: Past, Present and  
Future of a Strange Relationship

**Manuel Desantes, University of Alicante**

**11:30 - 12:00.** Pause

**12:00 - 12:45.** International Regulation, Law and Technology: Friends or Foes?

**Laurent Manderieux, Bocconi University**

**12.45 - 14:15.** Technology, Innovation and Economic Integration

The Role of the EPO in Prompting Innovation through Patents

**Jean-Michel Zilliox, Director IP Programme, European Patent Academy,  
European Patent Office, Munich**

The Contribution of IPR to the Economy of the EU

**Michał Kazimierczak, Economic Administrator, EUIPO Observatory**

**14:15 - 16:15** Lunch

**19:00 - 23:00.** Welcome gathering

## **Tuesday, 6 September 2016**

### **B. TECHNOLOGICAL ADVANCES AND INTELLECTUAL PROPERTY**

**10:00 - 11:15.** Introduction to the Unitary Patent and Unified Patent Court

**Maria Oliete Ballester, Project Manager, European Patent Academy,  
European Patent Office, Munich**

**11:15 - 11:45.** Pause

**11:45 - 13:00.** U.S. Patent Law: From the Creation to the Commercialization of Inventions

**Ted Theofrastous, Case Western Reserve University, Cleveland, OH, USA**

**13:00 - 14:15.** Cloud Computing between IP and IT Law

**Malcolm Bain, ID Law Partners, Barcelona**

**14:15 - 16:15.** Lunch

**16:15 - 17:30.** Case Study; Comparing IP Management Practices Across Technological Sectors: Trends and Prospects

**Simone Gasperoni, EU Supply Network Design Manager, Mondelēz International, Zurich**

**19:00 - 23.00-** Evening activity

## **Wednesday, 7 September 2016**

## **C. INTERNATIONAL TRADE LAW AND TECHNOLOGY**

### **Session at EUIPO (Combaldieu Room)**

**9:00 – 10:00.** Keynote Speech: International Trade Law and Technology – Between Black-Letter Rules and Ongoing Negotiations

**Ramon Torrent Macau, University of Barcelona**

**10:00 – 10:30.** Pause

**10:30 - 11:30.** Free Trade Agreements and Their Impact on Technology Regulation

**Angela Lupone, University of Milan**

**11:45 – 13:00.** Which Worldwide Governance for the Internet? For Openness to State Control

**Rossana Ducato, University of Trento**

**11:30 – 12:30.**

**12:30 – 14:00.** Lunch at EUIPO

**17:00 – 22:00.** Afternoon-Evening activity

### **Thursday, 8 September 2016**

## **D. TECHNOLOGY TRANSFER ACROSS COUNTRIES AND ACROSS COMPANIES**

**10:00 – 11:15.** Cultural Monopoly or Open Information? The Exchange of Technology and Information Under the International Copyright Agenda

**Julián Lopez, Director, Magister Lvcentivus, University of Alicante**

**11:15 – 11:45.** Pause

**11:45 - 13:00.** International Cultural Heritage Law and International Technology Transfer and Investment Law: from Treaty Provisions to Investment Arbitration

**Gabriele Gagliani, Bocconi University**

**13:00 – 14:15.** ‘Technological’ Litigations: Effective Strategies for Litigation in Technological ‘Environments’

**Aurelio López Tarruella Martinez, University of Alicante**

**Carmen García Mirete, University of Alicante**

**14:15 – 16:15.** Lunch

**16.15-17:30.** 'Success Stories in International Cooperation Projects in IP, Trade and Technology: North-North and North-South cooperations at UA '

**Roberto Escarré & Ester Boldrini, University of Alicante**

**17:30 – 18:30.** Pause

**18.30 – 19.30.** Case Study - Drafting a Technology Transfer Agreement

**Fulvio Puzone, Istituto Italiano di Tecnologia**

**19:30 – 20:30.** Cultural activity

## **Friday, 9 September 2016**

### **E. INTERNATIONAL TRENDS AND FUTURE PROSPECTS FOR THE REGULATION OF TECHNOLOGY : FROM BUSINESS APPROACHES TO POLICY MAKING**

**9:30 - 10:30.** International Trade and Technology at the WTO Beyond the TRIPS Agreement

**Josefita Pardo de León, Legal Affairs Officer, Intellectual Property, Government Procurement and Competition Policy Division, WTO, Geneva**

**10:30-11:30.** The Internet of Things, the relevance of standardisation for consolidation of new business models in this area and the interplay with IPR. The Regulation of New Technologies at the International Level

**Audrey Scozzaro Ferrazzini, Qualcomm (member of 4IP Council)**

**11:30 – 12:00:** Pause

**12:00 - 13:30.** Law and Progress – What Relationship?

**Edward Kwakwa, World Intellectual Property Organization**

**Manuel Desantes and Laurent Manderieux**

**13 :30 – 14:00.** Wrap up + Certificates Granting Ceremony

#### **Practical information**

- ✓ **Location:** Sala Rafael Altamira, Sede de Alicante, Av. Ramón y Cajal 4, E-03001 Alicante, Spain
- ✓ **Secretariat:** Escuela de Negocios, Edificio Germán Bernácer, University of Alicante, E-03690 San Vicent del Raspeig (Spain), Tel. +34965909373, email: [escuela.negocios@ua.es](mailto:escuela.negocios@ua.es) (closed from August 6<sup>th</sup> to 25<sup>th</sup>)
- ✓ **Fees:**

Students: 500 €uros (including materials, lunches and dinners)

Professionals as Students: 700 €uros (including materials, lunches and dinners)

- ✓ **Event accredited by the Italian Consiglio Nazionale Forense for 15 credits (TBC)**

Secretariat: Escuela de Negocios, Fundación General de la Universidad de Alicante

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1. European Commission
2. European Patent Office
3. European Union Intellectual Property Office
4. Vicerectorat of Research, University of Alicante
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1. World Trade Organization
2. World intellectual Property Organisation
3. Case Western Reserve University
4. University of Barcelona
5. University of Milan
6. University of Trento
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10. Mondelez International