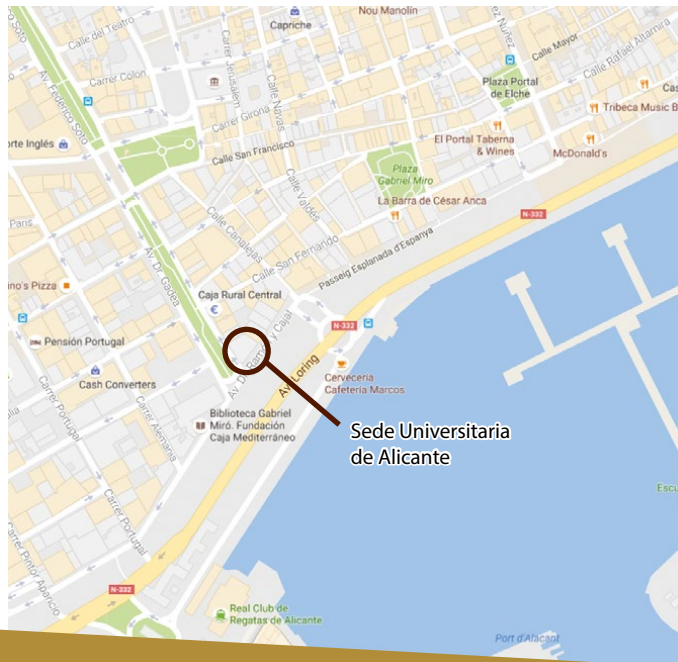


Practical information

- **Location:** Sala Rafael Altamira, Sede de Alicante, Universidad 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 (closed from August 6th to 25th)
- **Fees:**
 - Students:** 500 Euros (including materials, lunches and dinners)
 - Professionals as Students:** 700 Euros (including materials, lunches and dinners)
- Event accredited by the Italian Consiglio Nazionale Forense for 15 credits (TBC)

TIPSA VENUE: Sede Universitaria Ciudad de Alicante. Universidad de Alicante



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Universitat d'Alacant
Universidad de Alicante

Xth 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

Secretariat:



Universidad de Alicante Fundación General



Escola de Negocis
Escuela de Negocios

PROGRAM

Monday 5 September 2016

A. IP PROTECTION, INTERNATIONAL TRADE AND NEW TECHNOLOGIES

- 10:00 – 10:30. **Opening Ceremony**
Excma. Sra. Amparo Navarro Faure, *Vicerrectora de Investigación y Transferencia de Conocimiento, Universidad de Alicante*
Hugues Bello, *Director, EUIPO Academy*
Jean-Michel Zilliox, *Director IP Programme, European Patent Academy, European Patent Office, Munich*
- 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**
Mr. Jean-Michel Zilliox, *Director IP Programme, European Patent Academy, European Patent Office, Munich*
- The Contribution of IPR to the Economy of the EU**
Michał Kazimierzczak, *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*
- 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*
- 13:00 – 15:00. Lunch
- 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 Lvcentinvs, 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, *Legal Counsel, World Intellectual Property Organization, Geneva*
Manuel Desantes and Laurent Manderieux
- 13 :30 – 14:00. **Wrap up + Certificates Granting Ceremony**