



FORUM

WIPO/IPL/GE/15/INF.1 PROV6
ORIGINAL: ENGLISH
DATE: MAY 2015

Ninth WIPO Advanced Intellectual Property Research Forum: Towards a Flexible Application of Intellectual Property Law – A Closer Look at Internal and External Balancing Tools

organized by
the World Intellectual Property Organization (WIPO)

and
the Faculty of Law, Hebrew University of Jerusalem, Israel

in cooperation with (the participating Academic Institutions):

the Faculty of Law, VU University of Amsterdam
the Max-Planck Institute (MPI) for Intellectual Property and Competition Law, Munich, Germany
the Munich Intellectual Property Law Center (MIPLC), Munich, Germany
the Centre for International Intellectual Property Studies (CEIPI), University of Strasbourg,
France
the Department of Commercial Law, HANKEN School of Economics, Helsinki
the O.P. Jindal Global University (JGU), Delhi, India
the School of Law, University of Geneva, Switzerland
the Department of Industrial Property, Metropolitan University, Prague
the Faculty of Law, University of Helsinki (UH)
the Centre for Intellectual Property Policy & Management Bournemouth University,
Bournemouth, United Kingdom

Geneva, May 26 to 28, 2015

PROVISIONAL PROGRAM

prepared by the Secretariat

Tuesday, May 26, 2015

9.00 a.m. – 9.20 a.m. **OPENING SESSION**

Welcome Addresses by:

- Mr. Michal Svantner, Director, Department for Transition and Developed Countries (TDC), World Intellectual Property Organization (WIPO), Geneva
- Dr. Guy Pessach, Associate Professor, Faculty of Law, Hebrew University of Jerusalem, Israel

SESSION I

Moderator: Mr. Moshe Leimberg, Senior Program Officer, Section for Coordination of Developed Countries, TDC, WIPO

9.20 a.m. – 9.30 a.m. **Introduction of Participants and Speakers**

9.30 a.m. – 10.00 a.m. **Topic 1: Patent Exception for Manufacturing and Exporting Products not Protected in Foreign Markets**

Speaker: Mr. Xavier Seuba, Centre for International Intellectual Property Studies (CEIPI), University of Strasbourg, France

10.00 a.m. – 10.30 a.m. **Topic 2: Enhancing Knowledge and Technology Transfer Through Socially Responsible Licensing**

Speaker: Ms. Teresa Calixto Lopez, Centre for International Intellectual Property Studies (CEIPI), University of Strasbourg, France

10.30 a.m. – 11.00 a.m. Discussion

11.00 a.m. – 11.15 a.m. Coffee break

11.15 a.m. – 11.45 a.m. **Topic 3: Freedom of Expression and Trademark Law: Assessing the Impact of External Boundaries**

Speaker: Mr. Leonardo Pontes, Centre for International Intellectual Property Studies (CEIPI), University of Strasbourg, France

11.45 a.m. – 12.15 p.m. **Topic 4: (Un)Patentable Medical Methods - the International Saga on Gene Patents**

Speaker: Ms. Agnieszka Machnicka, Faculty of Law, VU University Amsterdam

12.15 p.m. – 12.45 p.m. Discussion

12.45 p.m. – 2.00 p.m. Lunch Break

2.00 p.m. – 2.30 p.m. **Topic 5: Hiding Behind Technology? Towards a Purpose-Oriented Analysis of Copyright Limitations in the Light of Rapid Technological Development**

Speaker: Mr. Martin Senftleben, Faculty of Law, VU University Amsterdam

2.30 p.m. – 3.00 p.m. **Topic 6: Beyond IP: The Cost of Free and Informational Capitalism**

Speaker: Mr. Guy Pessach, Faculty of Law, Hebrew University of Jerusalem

3.00 p.m. – 3.30 p.m. Discussion

3.30 p.m. – 3.45 p.m. Coffee Break

3.45 p.m. – 4.15 p.m. **Topic 7: Recent Developments in International Patent Law**

Speaker: Ms. Aida Dolotbaeva, Legal Officer, Patent Law Section, Patent Law Division, Patents and Technology Sector, WIPO

4.15 p.m. – 4.30 p.m. Discussion

Wednesday, May 27, 2015

SESSION II

Moderator: Mr. Moshe Leimberg, WIPO

9.00 a.m. – 9.30 a.m.

Topic 8: Industrial Property Doctoral Studies

Speaker: Mr. Jakl Ladislav, Department of Industrial Property,
Metropolitan University, Prague

9.30 a.m. – 10.00 a.m.

Topic 9: Summary of Written Contributions from Ph.D. students of the Department of Industrial Property, Metropolitan University, Prague:

Relations of trademark and unfair competition rights
Speaker: Mrs. Veronika Pavlíčková

European and Anglo-American Copyright systems

Speaker: Mrs. Lýdie Tallová

Compatibility of Israel and EU IP Legislation

Speaker: Mr. Matej Machů

10.00 a.m. – 10.30 a.m.

Topic 10: WIPO Re-Search and WIPO Green

Speaker: Mr. Anatole Krattiger, Director, Global Challenges
Division, WIPO

10.30 a.m. – 11.00 a.m. Discussion

11.00 a.m. – 11.15 a.m. Coffee break

11.15 a.m. – 11.45 a.m.

Topic 11: Private use exception in patent and copyright law through the lenses of 3D printing technology

Speaker: Ms. Rosa Maria Ballardini, Department of Accounting and
Commercial Law, HANKEN School of Economics,
Helsinki

- 11.45 a.m. – 12.15 p.m. **Topic 12: Fundamental rights as a limitation to copyright**
- Speaker: Mr. Daniel Jongsma, HANKEN School of Economics, Helsinki
- 12.15 p.m. – 12.45 p.m. Discussion
- 12.45 p.m. – 2.00 p.m. Lunch Break
- 2.00 p.m. – 2.30 p.m. **Topic 13: Rethinking the IP/Antitrust Interface**
- Speaker: Mr. Maurizio Borghi, Centre for Intellectual Property Policy & Management, Bournemouth University, United Kingdom
- 2.30 p.m. – 3.00 p.m. **Topic 14: Current Issues in the International Protection of Trademarks and the Madrid system**
- Speaker: Ms. Tetyana Demchenko, Senior Legal Officer, Information and promotion Division, Madrid Registry, WIPO
- 3.00 p.m. – 3.30 p.m. Discussion
- 3.30 p.m. – 3.45 p.m. Coffee Break
- 3.45 p.m. – 4.15 p.m. **Topic 15: Current issues in Copyright**
- Speaker: Ms. Michele Woods, Director, Copyright Law Division, WIPO
- 4.15 p.m. – 4.30 p.m. Discussion

Thursday, May 28, 2015

SESSION III

Moderator: Mr. Moshe Leimberg, WIPO

- 9.00 a.m. – 9.30 a.m. **Topic 16: The International Protection of Trademarks and Designs**
- Speakers: Mrs. Betty Berendson, Senior Information Officer, Information and Promotion Section, The Hague Registry, Brands and Designs Sector
- 9.30 a.m. – 10.00 a.m. **Topic 17: Is there a European Union copyright jurisprudence? An empirical analysis of the workings of the European Court of Justice**
- Speaker: Ms. Marcella Favale, Centre for Intellectual Property Policy & Management Bournemouth University, Dorset, United Kingdom
- 10.00 a.m. – 10.30 a.m. **Topic 18: Deconstructing National Intellectual Property Policies: A graphical analysis**
- Speakers: Mr. Owais Shaikh, Munich Intellectual Property Law Center / Max Planck Institute for Innovation and Competition, Munich (Germany)
- Mr. Ashish Bharadwaj, Assistant Professor, Jindal Global Law School, NCR Delhi (India)
- 10.30 a.m. – 11.00 a.m. Discussion
- 11.00 a.m. – 11.15 a.m. Coffee break
- 11.15 a.m. – 11.45 a.m. **Topic 19: Thoughts on Copyright in the Digital Era – a rights holder’s perspective**
- Speaker: Ms. Kim Habraken, Director and Senior Counsel, Content Protection - Anti-Piracy (EMEA) for Fox Entertainment Group, London, United Kingdom
- 11.45 a.m. – 12.15 p.m. **Topic 20: Website blocking and de-indexing by ISPs and Search Engines**
- Speaker: Mr. Okke Delfos Visser, VP - Head Legal Department MPA EMEA, Motion Picture Association

12.15 p.m. – 12.45 p.m. Discussion

12.45 p.m. – 2.00 p.m. Lunch Break

2.00 p.m. – 2.30 p.m. **Topic 21: A Flexible Application of the Exhaustion Regime on Biotechnological Materials**

Speaker: Mr. Pierre Heuzé, Assistant of the Faculty of Law,
University of Geneva, Switzerland

2.30 p.m. – 3.00 p.m. **Topic 22: Fine-Tuning of the Limits of Patent Protection for Sustainable Agriculture**

Speaker: Mr. Seyhan Uğurlu, Munich Intellectual Property Law
Center MIPLC, Germany

3.00 p.m. – 3.30 p.m. Discussion

3.30 p.m. – 4.00 p.m. Coffee Break

4.00 p.m. – 4.30 p.m. **CLOSING SESSION**

Moderator: Mr. Guy Pessach, Faculty of Law, Hebrew University of
Jerusalem

Panelists: All participants

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