



SEMINAR

**WIPO/IPR/GE/11/INF/1 PROV
ORIGINAL: ENGLISH
DATE: APRIL 2011**

Fifth Advanced Research Forum on Intellectual Property Rights; Selected Topics on the Balance of Intellectual Property

Organized by

the World Intellectual Property Organization (WIPO),

and

the Faculty of Law, Hebrew University of Jerusalem,

participating Academic Institutions

the Max-Planck Institute for Intellectual Property, and Competition Law

the Faculty of Law, VU University of Amsterdam

the Law School, University of Connecticut, Storrs, United States of America

the George Washington University Law School, Washington, D.C.

the School of Law, University of Westminster London

the Faculty of Laws, University College, London

and

the Institute for Information Law and Policy, New York Law School

Geneva, May 23 to 25, 2011

PROGRAM

prepared by the International Bureau of WIPO

Monday, May 23, 2011

9.30 – 10.20 Opening Ceremony

Welcome addresses by:

Mr. Michal Svantner, Director, Division for Certain Countries in Europe and Asia, World Intellectual Property Organization (WIPO), Geneva

Dr. Guy Pessach, Lecturer, Faculty of Law, Hebrew University of Jerusalem, Israel

All sessions moderated by: Ms. Li Maor, Consultant, Division for Certain Countries in Europe and Asia, World Intellectual Property Organization (WIPO), Geneva

10.20 – 11.10 Topic 1 The Protection of Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions

Speaker: Mr. Wend Wendland, Director, Traditional Knowledge Division, WIPO

11.10 – 11.30 Coffee Break

11.30 – 12.20 Topic 2 Copyright Law and Technology: Challenging the Concept of Balance

Speaker: Mr. Danilo Mandic, PhD Candidate, School of Law, University of Westminster, London

12.20 – 13.10 Topic 3 Trademark Genuine Use Regime

Speaker: Ms. Emily Bolton, Juris Doctor (JD) Candidate, Law School, University of Connecticut, Storrs, United States of America

13.10 – 15.00 Lunch Break

15.00 – 15.50 Topic 4 Innovation, Intellectual Capital and Financing

Speaker: Ms. Maria Augusta Mancini, Senior Expert, MITA Group, Terni, Italy

15.50 – 16.10 Coffee Break

16.10 – 17.00 Topic 5 State Security versus Security of Private Patent Rights: Balancing Inventors' Property Rights and the State's Right to Impose Secrecy Orders

Speaker: Ms. Shimrit Golan, Faculty of Law, Hebrew University of Jerusalem

Tuesday, May 24, 2011

- | | | | |
|---------------|---|---|--|
| 9.30 – 10.20 | Topic 6 | Balancing Patent Rights — Toward Patent "Fair Use"? | Speaker: Dr. Nari Lee, Program Director, Intellectual Property Law Center, Max Planck Institute for Intellectual Property and Competition Law, Munich, Germany |
| 10.20 – 11.00 | Topic 7 | Balancing Copyright with the Freedom of Contract | Speaker: Mr. Tony Greenman, Adjunct Professor, Faculty of Law, Hebrew University of Jerusalem |
| 11.00 – 11.20 | Coffee Break | | |
| 11.20 – 12.10 | Topic 8 | Balancing Trademark Protection in the Digital Environment – Keyword Advertising and Commercial Freedom of Speech (part I) | Speaker: Prof. Dr. Martin Senftleben, Law Faculty, VU University of Amsterdam |
| 12.10 – 12.30 | Discussion | | |
| 12.30 – 14.00 | Lunch Break | | |
| 14.00 – 14.50 | Topic 9 | Balancing Process and the Doctrine of Equivalent in United States of America Law | Speaker: Prof. Martin J. Adelman, Professor of Intellectual Property and Technology Law, George Washington University Law School, Washington, D.C. |
| 14.50 – 15.40 | Topic 10 | Plant Biopiracy | Speaker: Ms. Charlotte Hinkle, JD Candidate, Law School, University of Connecticut, Storrs |
| 15.40 – 16.00 | Coffee Break | | |
| 16.00 – 16.40 | Topic 11 | Why Care About Balance: Insights from an Empirical Legal Study on the Perceptions of Moral Rights Protection | Speaker: Mr. Arul Scaria, PhD Candidate, International Max Planck Research School for Competition and Innovation (IMPRS-CI), Munich, Germany |
| 17.00 | Tour to the Old Town of Geneva and Dinner | | |

Wednesday, May 25, 2011

- | | | |
|---------------|--------------|--|
| 9.30 – 10.20 | Topic 12 | Economics of Intellectual Property
Speaker: Mr. Wunsch-Vincent Sacha, Economics and Statistics Division, WIPO |
| 10.20 – 11.10 | Topic 13 | Emerging Market Economies: A Triple Balance between Access to Health, Intellectual Property Protection, and Economic Growth
Speaker: Mr. Tilman Quarch, PhD Candidate, International Max Planck Research School for Competition and Innovation, Munich, Germany |
| 11.10 – 11.30 | Coffee Break | |
| 11.30 – 12.20 | Topic 14 | Reverse Exclusion in Copyright Law – Reconfiguring Users' Rights
Speaker: Dr. Guy Pessach |
| 12.20 – 14.00 | Lunch Break | |
| 14.00 – 14.40 | Topic 15 | Patent Prosecution Highway
Speaker: Mr. Christopher Potts, JD Candidate, Law School, University of Connecticut, Storrs |
| 14.40 – 15.20 | Topic 16 | Online Content Production Strategies – The Economics of Amateurs Content
Speaker: Prof. Dan Hunter, Director, Institute for Information Law & Policy, New York Law School |
| 15.20 – 15.40 | Coffee Break | |
| 15.40 – 16.10 | Topic 17 | Balancing Trademark Protection in the Digital Environment – Keyword Advertising and Commercial Freedom of Speech (part II)
Speakers: Ms. Elze't Hart, VU University of Amsterdam
Mr. Peyma Sholeh, VU University of Amsterdam |

16.10 – 16.40 Plenary Discussion and Conclusions

Panelists: Prof. Steven Wilf, Microsoft Fellow in Law,
Property, and the Economic Organization of
Society, the Program in Law and Public Affairs,
Princeton University, Princeton, United States
of America

Dr. Guy Pessach

Dr. Martin Senftleben

Prof. Dan Hunter

16.40 Closing Ceremony

[End of document]