

WIPO



WIPO/SMEs/GE/08/INF/1

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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

**SEMINAR ON INTELLECTUAL PROPERTY AND CREATIVE SMALL
AND MEDIUM-SIZED ENTERPRISES IN THE DIGITAL
ENVIRONMENT**

organized by

the World Intellectual Property Organization (WIPO)

in collaboration with

The Faculty of Law, Hebrew University, Israel

School of Law, University of Connecticut, USA

Georg-August-University of Goettingen, Faculty of Law, Germany

VU University Amsterdam, Faculty of Law. The Netherlands

Geneva, May 20 to 22, 2008

PROGRAM

Prepared by the International Bureau of WIPO

Tuesday, May 20, 2008 (day 1)

- 9.30 – 10.00 Opening and Introduction
- Welcome addresses by:
- Dr. Guy Pessach, Lecturer, The Faculty of Law, Hebrew University
- Prof. Steven Wilf, Lecturer, School of Law, University of Connecticut
- Prof. Dr. iur. Peter-Tobias Stoll, Georg-August-University of Goettingen,
 Faculty of Law
- Professor Martin Senftleben, Professor of IP, VU University Amsterdam
- Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises
 (SMEs) Division, WIPO,
- 10.00 – 10.50 Topic 1 Copyright in the Digital Age
- Speaker: Mr. Richard Owens, Director, Copyright and
 Related Rights Sector, WIPO
- 10.50 – 11.30 Topic 2 Collective Management of Copyright and Related rights;
 Challenges in the Digital Environment
- Speaker: Mr. Victor Vazquez Lopez, Senior Legal
 Counsellor, Copyright E-Commerce
 Technology and Management Division, WIPO
- 11.30 – 11.45 Tea/Coffee Break*
- 11.45 – 12.30 Topic 3 Assessing the Economic Contribution of Creative
 Industries: Experience of WIPO
- Speaker: Mr. Dimiter Gantchev, Acting Director, Office
 of Strategic Use of IP for Development
 Creative Industries Division, WIPO
- 12.30 – 14.00 Lunch Break*
- 14.00 – 14.40 Topic 4 (a) Web 2.0 and User-Generated Content: Social, Cultural and
 Economic Implications of User-Created Content and the
 Role of Copyright
- Speaker: Prof. Martin Senftleben, VU University
 Amsterdam, Faculty of Law

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| 14.40 – 15.25 | Topic 4 (b) | Web 2.0 Platforms & Reciprocal Share-Alike Exemptions in Copyright Law |
| | | Speaker: Dr. Guy Pessach, Lecturer, The Faculty of Law, Hebrew University |
| 15.25 – 15.55 | | Open Session for Discussion |
| 15.55 – 16.10 | | <i>Tea/Coffee Break</i> |
| 16.10 – 17.00 | Topic 5 | Fashion Design: Thinking Across Boundaries |
| | | Speaker: Ms. Margaret Hallet, School of Law, University of Connecticut |
| 17.00-17.40 | Topic 6 | International Protection of Rights of Broadcasting Organizations |
| | | Speaker: Ms. Carole Croella, Counsellor, Copyright and Related Rights Sector, WIPO |

Wednesday, May 21, 2008 (Day 2)

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| 9.30 – 10.10 | Topic 7 | Managing Trade Secrets; New Challenges in the Digital Environment |
| | | Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO, Geneva |
| 10.10 – 11.00 | Special Address I | Using the Patent Cooperation Treaty as a Strategic Tool for Business Success |
| | | Speaker: Mr. Matthew Bryan, Director, PCT Legal Division |
| 11.00 – 11.15 | | <i>Tea/Coffee Break</i> |
| 11.15 – 12.00 | Topic 8 | Bearing the Burden: Small Firms & the Patent System |
| | | Speaker: Ms. Kathryn Foley, School of Law, University of Connecticut |
| 12.00 – 12.15 | | Open Session for Discussion |

- 12.15 – 12.35 Special Address II Capacity Building Activities in Certain Countries in Europe and Asia
- Speaker: Mr. Serguei Zotine, Senior Legal Counsellor, Division for Certain Countries in Europe and Asia, WIPO
- 12.35 – 14.00 *Lunch Break*
- 14.00 – 14.40 Topic 9 (a) Copyright Issues in Managing Libraries and Archives
- Speaker: Mr. Jorgen Savy Blomqvist, Director, Copyright and Related Rights Sector, WIPO
- 14.40 – 15.20 Topic 9 (b) Copyright and Access to, and Use of, Copyright Protected Content by Private Individuals, Students and Libraries
- Speaker: Ms. Katrin Arend, Dipl. iur., M.Jur. (Oxon), Georg-August-University of Goettingen, Faculty of Law
- 15.20 – 16.00 Topic 10 Standardization in Copyright Law
- Speaker: Ms. Michal Shur-Ofry, Ph.D. Candidate, The Faculty of Law, Hebrew University; Partner, E.S.Shimron, I. Molho, Persky & Co. Law Offices
- 16.00 – 16.20 Open Session for Discussion
- 16.20 – 16.35 *Tea/Coffee Break*
- 16.35 – 17.30 Topic 11 Digital Rights Clearance in the Audiovisual Sector
- Speaker: Mr. Ted Shapiro, Deputy Managing Director, Vice President and General Counsel - Europe - Motion Picture Association

Thursday, May 22, 2008 (Day 3)

- 9.30 – 10.10 Topic 12 Parallel Importing of Copyright Goods
- Speaker: Ms. Aileen Prill, LL.M. IP, Georg-August-University of Goettingen, Faculty of Law

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| 10.10 – 10.50 | Special Address III | WIPO Arbitration and Mediation Center: An Efficient and Cost-effective IP Dispute Resolution Tool |
| | | Speaker: Ms. Eun Joo Min, Head, Arbitration and Mediation Center |
| 10.50 – 11.30 | Topic 13 | Reference in a Digital World: The Harry Potter Lexicon Suit |
| | | Speaker: Ms. Regina Forker, School of Law, University of Connecticut |
| 11.30 – 11.45 | | <i>Tea/Coffee Break</i> |
| 11.45 – 12.25 | Topic 14 | Copyright Protection of Online Multiplayer Games |
| | | Speaker: Mr. Ge Chen, M. iur. (Göttingen), LL.M. (Nanjing), Georg-August-University of Goettingen, Faculty of Law |
| 12.25 – 12.50 | | Open Session for Comments |
| 12.50 – 14.00 | | <i>Lunch Break</i> |
| 14.00 – 14.40 | Topic 15 | WIPO Creative Industries Agenda |
| | | Speaker: Mr. Christopher Kalanje, Counsellor, Office of Strategic Use of IP for Development, Creative Industries Division, WIPO |
| 14.40 – 15.20 | Special Address IV | Online Education; WIPO Academy Distance Learning |
| | | Speaker: Ms. Altayework Tedla, Head, WIPO Worldwide Academy |
| 15.20 – 16.00 | Topic 16 | Copyright Misuse in the Digital Age |
| | | Speaker: Ms. Michal Shur-Ofry, Ph.D. Candidate, The Faculty of Law, Hebrew University; Partner, E.S.Shimron, I. Molho, Persky & Co. Law Offices |

16.00 – 16.15

Tea/Coffee Break

16.15 – 17.00

Plenary Discussion and Conclusions

Moderator: Prof. Steven Wilf, Lecturer, School of Law,
University of Connecticut

Panelists Dr. Guy Pessach
Prof. Martin Senftleben
Mr. Guriqbal Singh Jaiya

17.00 – 17.15

Closure/Closing Ceremony

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