
SUMMER SCHOOL PROGRAM

(ONLINE, SEPT. 6 – 17, 2021)

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WIPO SUMMER SCHOOLS ON INTELLECTUAL PROPERTY organized by the World Intellectual Property Organization (WIPO) in cooperation with **Charles University**, and the **Industrial Property Office** of the Czech Republic

MODULE 1: **EMERGING TECHNOLOGIES**

MODULE 2: **GREEN ENERGY**

MODULE 3: **AEROSPACE TECHNOLOGY**

MODULE 4: **LOGISTICS AND WAREHOUSE TECHNOLOGY**

MODULE 5: **IP TRENDS, MEGA TRENDS AND GLOBAL IP CHALLENGES WITH EMPHASIS ON THE PANDEMIC**

WEEK I

6. 9. MONDAY

- 9.00 – 9.10 **Welcome and Administrative Matters** – James Heller; Special thank you to partner institutions and featured speakers, Professors Matthews and Calboli
- 9.10 – 9.30 **Introduction of program and participants** Presentation of Charles University / The Centre for Knowledge and Technology Transfer / Cécile Cavallade, President, ATSP
- 9.30 – 9.35 **Welcome address by Deputy Prime Minister Karel Havlicek**
- 9.35 – 9.45 **Welcome addresses President Industrial Property Office** – Josef Kratochvíl; **Introduction to UPV and UPV Programs** – Representative from UPV
- 9.45 – 10.00 **Introduction to WIPO and New Developments** – Mr. Edward Kwakwa, Assistant Director General, Global Challenges and Partnerships Sector, WIPO
- 10.00 – 10.15 Comfort Break

SECTION I — PATENTS AND INNOVATION – EMERGING TECHNOLOGIES

- 10.15 – 10.30 **Introduction to Emerging Technologies** – Tanja Sovic – Head of Patent & Licence Management, Vienna University of Technology
- 10.30 – 10.45 **Introduction to the Central European Patent Landscape** – Miroslav Černý – Head of Intellectual Property Department, Škoda Auto
- 10.45 – 11.35 **Topic 1: International Patent Landscape and Emerging Technologies** Ms. Tomoko Miyamoto, Head, Patents and Treaties Law Section, Patent and Technology Law Division, Patent and Technology, Sector, WIPO
- 11.35 – 12.25 **Topic 2: The Patenting of Computer-Implemented Inventions in Context of Emerging Technologies** – Daniel Herrmann – Partner, Boehmert & Boehmert, Frankfurt, Germany
- 12.25 – 18.30 Break
- 18.30 – 19.15 **Real-World Industry Problem Related to Patent Protection of Emerging Technology** – Raph Younghoon Kim – Attorney, Staas & Halsey LLP, Washington D.C.
- 19.15 – 20.00 **Dissection of the Real-World Industry Problem, with an Emphasis on Patents** – Raph Younghoon Kim – Attorney, Staas & Halsey LLP, Washington D.C.

7.9. TUESDAY

- 9.00 – 9.50 **Topic 3: Patent Exceptions, Limitations and Flexibilities** – Katerina Hartvichova – Patent Attorney, Partner, HARBER IP, Prague, Czech Republic
- 9.50 – 11.00 **Jeopardy-style Quiz on Patents and Innovation** – Emerging Technologies

11.00 – 11.15 Comfort Break

SECTION II — COPYRIGHTS, RELATED RIGHTS AND EMERGING TECHNOLOGIES

11.15 – 12.15 **Topic 4: Panel: International Copyright, Recent Developments and Emerging Technologies**

Panelist 1: *A/Professor Dilan Thampapillai – University of New South Wales, Sydney, Australia*

Panelist 2: *Bahuli Sharma – Attorney, Bharucha & Partners, Delhi, India*

12.15 – 18.30 Break

18.30 – 19.15 **Real-World Industry Problems Related to Copyright: Protection of Creations of Emerging Technologies** – *Faith Amatika-Omondi – Senior Legal Counsel, Kenya Copyright Board, Nairobi, Kenya*

19.15 – 20.00 **Dissection of the Real-World Industry Problem: Deepfakes** – *Faith Amatika-Omondi – Senior Legal Counsel, Kenya Copyright Board, Nairobi, Kenya*

8. 9. WEDNESDAY

9.00 – 9.50 **Topic 5: Emerging Copyright Issues in the Digital Environment** – *A/Professor Dilan Thampapillai, University of New South Wales, Sydney, Australia*

9.50 – 10.40 **Topic 6: Exceptions and Limitations to Copyright in the DSM Directive** – *Dr. Maria-Daphne Papadopoulou – Attorney – Head of the Legal Department, Hellenic Copyright Organization, Greece*

10.40 – 10.50 Comfort Break

10.50 – 11.40 **Topic 7: Collective Management of Copyright and Related Rights** – *Michael Fraser, AM – Founder and CEO (Retired) of Copyright Agency, Australia*

11.40 – 12.30 **Keynote Speech I: IP Protection for Computer Software: Copyright or Patents** – *Sofiya Brutsyak – Lawyer, Eterna Law, Kyiv*

12.30 – 18.30 Break

18.30 – 19.30 **Panel: Artificial Intelligence, Machine Learning and Copyright**

Panelist 1: *Linda Kolaříková – Attorney, Sedlakova Legal, Prague, Czech Republic*

Panelist 2: *Ondřej Vykoukal – Attorney, KROUPAHELÁN, Prague, Czech Republic*

19.30 – 20.00 **Special Topic: Basics of Copyright** – *James M Heller – Lecturer at State University of New York (ESC), Partner, Wood & Lee, Coordinator of WIPO Summer School in Czech Republic*

9. 9. THURSDAY

9.00 – 10.10 **Jeopardy-style Quiz on Copyrights, Related Rights and Emerging Technologies**

SECTION III — MARKS WITH AN EMPHASIS ON GREEN ENERGY

10.10 – 10.25 Comfort Break

10.25 – 10.40 **Introduction to Green Energy** – Václav Kůla – Senior Energy & Utilities Regulation Consultant, Ernst & Young, Prague, Czech Republic

10.40 – 11.30 **Topic 8: International Trademark Landscape with Some References to Green Energy Marks** – Ingrid Beránková Ambruzová – Trademark and Design Attorney, Partner, HARBER IP, Prague, Czech Republic

11.30 – 12.00 **Speed Networking to Encourage Participants to Group Into Teams for Afternoon Activities and Group Final Projects**

12.00 – 18.20 Break

18.20 – 19.10 **Topic 9: Brands and Branding: Green Energy Case Study** – Piotr Łuczak – Attorney, Hasik Rheims & Partners, Warsaw, Poland

19.10 – 20.00 **Keynote Speech 2: Green Marks: A New Challenge?** – Kateřina Floriánová & Denisa Švecová – Attorneys, Bird & Bird, Prague, Czech Republic

10. 9. FRIDAY

9.00 – 9.30 **Real-World Industry Problem Related to Marks or Branding and Green Energy** – Featured Speaker: Irene Calboli – Professor, Texas A&M University

9.30 – 10.00 **Dissection of the Real-World Industry Problem, with an Emphasis on Marks** – Featured Speaker: Irene Calboli – Professor, Texas A&M University

10.00 – 10.15 Comfort Break

10.15 – 11.05 **Topic 10: Geographical Indications** – Featured Speaker: Irene Calboli – Professor, Texas A&M University

11.05 – 12.15 **Jeopardy-style Quiz on Marks**

12.15 – 12.30 **Introduction to Group Activities Leading to Final Projects**
(Due: Friday Afternoon, 17 September)

12.30 – 13.15 Lunch Break

13.15 – 14.15 **Topic 11: Panel: Internet Domain names and Alternative Dispute Resolution**

Panelist 1: Evžen Martínek – Lawyer, Industrial Property Office of the Czech Republic

Panelist 2: Mariia Parubets – IP Consultant, SMD Group IP Services and Products, Hamburg, Germany

WEEK 2

13. 9. MONDAY

SECTION IV — OTHER INTELLECTUAL PROPERTY RIGHTS WITH EMPHASIS ON AEROSPACE TECHNOLOGY

- 9.00 – 9.15 **Introduction to Aerospace, Innovations and Trends** – Ondřej Šváb, *Head of Space Technologies and Applications, Ministry of Transport of the Czech Republic*
- 9.15 – 10.15 **Topic 12: Panel: Design Protection and its Interface with Other Intellectual Property Fields with Some References to Aerospace Technology**
- Panelist 1:** *Ludmila Celisova – Administrator, European Union Intellectual Property Office*
Panelist 2: *Irene Calboli – Professor, Texas A&M University*
- 10.15 – 11.05 **Topic 13: Trade Secrets: Issues and Best Practices with Some References to Aerospace Technology** – Dušan Štric – *Lawyer, V4 Legal, Slovakia*
- 11.05 – 11.20 Comfort Break
- 11.20 – 12.30 **Group Activities Leading to Final Projects**
 (Due: Friday Afternoon, 17 September)
- 12.30 – 18.30 Break
- 18.30 – 19.15 **Special Topic: Aerospace Technology**
 (with Some References to ‘Other Intellectual Property Rights’) – James M Heller – *Lecturer at State University of New York (ESC), Partner, Wood & Lee, Coordinator of WIPO Summer School in Czech Republic*
- 19.15 – 20.00 Case Study: **Nano-Satellites and Satellite Constellations**
 Dr Norbert Werner – *Associate Professor, Department of Theoretical Physics and Astrophysics at the Faculty of Science, Masaryk University, Czech Republic*

14. 9. TUESDAY

- 9.00 – 9.30 **Keynote Speech 3: in the Field of Aerospace Technology**
 Petr Mareš – *Coordinator, European Space Education Resource Office, Czech Republic*
- 9.30 – 10.30 **Jeopardy-style Quiz on “Other” Intellectual Property Rights**
- 10.30 – 10.40 Comfort Break

SECTION V — INTELLECTUAL PROPERTY AS A BUSINESS ASSET EMPHASIS ON LOGISTICS AND WAREHOUSE TECHNOLOGY

- 10.40 – 10.55 **Introduction to Logistics and Warehouse Technology** – *John Bölts – Managing Director, Hartrodt, Czech Republic*
- 10.55 – 11.45 **Topic 14: The Economics of Intangible Assets (“and why your most important assets are unlikely to be sitting on your shelves”)** (with some references to logistics and warehouse technology) – *Michael Masterson – Managing Director, EverEdge Global, Australia and New Zealand*
- 11.45 – 12.35 **Topic 15: Panel: Transfer of Technology and Licensing with emphasis on logistics and warehouse technology**
- Panelist 1:** *Theo Stamatiadis – World Intellectual Property Organization*
Panelist 2: *András Jókúti – Chief Intellectual Property Advisor, Budapest University of Technology and Economics*
- 12.35 – 18.30 Break
- 18.30 – 19.20 **Topic 16: IP Valuation and licensing in the context of Standard Essential Patents (with emphasis on connected cars and IoT technologies)**
 – *Aleksandra Kuźnicka – Cholewa, PhD, Attorney-at-law, CMS Cameron McKenna Nabarro Olswang Pośniak i Bejm, Warsaw, Poland*
- 19.20 – 19.50 **Real-World Industry Problem Related to Logistics and Warehouse Technology** (with Some References to IP as a Business Asset) – *Malgorzata Darowska – Senior Project Manager, Solidarity Transport Hub Poland*

15. 9. WEDNESDAY

- 9.00 – 9.30 **Dissection of the Real-World Industry Problem, with an Emphasis on IP as a Business Asset** – *Malgorzata Darowska – Senior Project Manager, Solidarity Transport Hub Poland*
- 9.30 – 10.40 **Topic 17: IP Management and Monitoring with emphasis on logistics and warehouse technology** – *Dániel Necz – Partner, SimpLEGAL, Hungary*
- 10.40 – 10.50 Comfort Break
- 10.50 – 11.40 **Keynote Speech 4: IP as a Business Asset (In the Field of Media, Software, Text to Speech, Logistics and Warehouse Technology)** – *Anna Zawadzka – Head of Legal Department, AIC S.A., Poland*

SECTION VI — IP TRENDS, MEGA TRENDS AND GLOBAL IP CHALLENGES WITH EMPHASIS ON THE PANDEMIC

- 11.40 – 11.50 **Introduction IP Trends, Mega Trends, Global IP Challenges with Emphasis on the Pandemic** – *Featured Speaker: Professor Duncan Matthews – Queen Mary University*
- 11.50 – 12.40 **Topic 18: IP and Public Health: From the HIV/AIDS Pandemic to Covid-19. Issues and Challenges** – *Featured Speaker: Professor Duncan Matthews – Queen Mary University*
- 12.40 – 18.30 Break
- 18.30 – 19.15 **Real-World Industry Problem Related to IP and Public Health: the Oxford / AstraZeneca Vaccine** – *Featured Speaker: Professor Duncan Matthews – Queen Mary University*
- 19.15 – 20.00 **Dissection of the Real-World Industry Problem, with an Emphasis on IP and Public Health: the Oxford/AstraZeneca Vaccine** – *Featured Speaker: Professor Duncan Matthews – Queen Mary University*

16. 9. THURSDAY

- 9.00 – 9.50 **Keynote Speech 5: IP and Access to COVID19-relevant Medicines** – *Dr Agnieszka Sztoldman – Attorney, Taylor Wessing, University of Wrocław, Poland*
- 9.50 – 10.40 **Topic 19: IP and Competition Policy: A Case Study of the Pharmaceutical Industry** – *Featured Speaker: Professor Duncan Matthews – Queen Mary University*
- 10.40 – 10.50 Comfort Break
- 10.50 – 11.40 **Topic 20: Intellectual Property and Biotechnology** – *Petra Fousková – Patent Attorney, HARBER IP, Prague, Czech Republic*
- 11.40 – 12.30 **Topic 21: IP, Plant Varieties, Biodiversity and Genetic Resources: International Landscape and Current Issues** – *Krisztina Kovacs – Policy Officer, European Commission*
- 12.30 – 18.20 Break
- 18.20 – 19.10 **Keynote Speech 6: Patents and the Governance of Human Genome Editing** – *Featured Speaker: Professor Duncan Matthews – Queen Mary University*
- 19.10 – 20.00 **Topic 22: IP and Competition Policy** – *Giovanni Napolitano – Director, Intellectual Property and Competition Policy, WIPO*

17. 9. FRIDAY

- 9.00 – 9.50 **Topic 23: IP Enforcement: Principles, Strategies and Tactics** – *Lisa Ritchie – Senior Counsel (Trademarks, Copyright & Designs), Philip Morris International, Lausanne, Switzerland*
- 9.50 – 10.25 **Keynote Speech 7: WIPO, UPV, and The Centre for Knowledge and Technology and their Roles in Promoting Creativity and Innovation**
Representative from WIPO, Representative from Czech Industrial Property Office, Representative from The Centre for Knowledge and Technology
- 10.25 – 10.35 Comfort Break
- 10.35 – 11.25 **Aerospace Negotiation: Group I Final Project**
- 11.25 – 12.15 **Presentation of Business Plan with IP Emphasis (for Emerging Technology Business): Group II Final Project**
- 12.15 – 13.15 Lunch Break
- 13.15 – 14.05 **Green Energy Alternative Dispute Resolution: Group III Final Project**
- 14.05 – 14.55 **Technology Transfer Negotiation: Group IV Final Project**
- 14.55 – 15.10 Comfort Break
- 15.10 – 16.00 **Graduation Ceremony, Evaluation and Closing of the Program**