SUMMER SCHOOL PROGRAM
(ONLINE, SEPT. 6 – 17, 2021)

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 1**

**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 Cavalade, 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


12.25 – 18.30  Break


**7.9. Tuesday**


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


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 1: 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


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 Martinek — Lawyer, Industrial Property Office of the Czech Republic
   Panelist 2: Maria 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


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


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


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


10.40 – 10.50 Comfort Break


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

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**