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

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ORIGINAL: ENGLISH
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**WIPO Summer Schools on Intellectual Property** organized by the World Intellectual Property Organization (WIPO) in cooperation with Charles University, Industrial Property Office of the Czech Republic and Transfera.cz.

**Module 1: Emerging Technologies**
— Including Fintech, Blockchain, Artificial Intelligence, Machine Learning, the AI Cloud, Self-Driving, Augmented Reality, 3D Printing for Manufacturing and Construction, Commercial Modular Buildings, Quantum Computing, Hyperloop Technology, Nanotechnology

**Module 2: Green Energy**

**Module 3: Aerospace Technology**

**Module 4: Logistics and Warehouse Technology**
— Including Automated Warehouses, Self-Driving Cargo Ships, Self-Driving Trucks, Cold Storage Technology, Smart Logistics, Smart Contracts, Smart Cargo, Containerization, Port Technology, Electric Trucks, Drone Delivery

**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

9.10 – 9.30  **Introduction of program and participants** Presentation of Charles University / Transfera.cz / The Centre for Knowledge and Technology Transfer

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** – Representative from 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, Technical University of Vienna

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** Representative from 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 – 19.45 Introduction to Group Activities Leading to Final Projects
(Due: Friday Afternoon, 17 September)

19.45 – 20.00 Speed Networking to Encourage Participants to Group Into Teams for Afternoon Activities and Group Final Reports
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

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 – 12.20  Topic 9: Unfair Competition – Representative from WIPO

12.20 – 18.20  Break

18.20 – 19.10  Topic 10: 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 – Irene Calboli – Professor, Texas A&M University

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

10.00 – 10.15  Comfort Break

10.15 – 11.05  Topic 11: Geographical Indications – Irene Calboli – Professor, Texas A&M University

11.05 – 12.15  Jeopardy-style Quiz on Marks

12.15 – 13.15  Lunch Break

13.15 – 14.15  Topic 12: Panel: Internet Domain names and Alternative Dispute Resolution

Panelist 1: Evžen Martinek – 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 Technology – Welcome to Prague: EU Agency for the Space Program


  Panelist 1: Ludmila Celisova – Administrator, European Union Intellectual Property Office
  Panelist 2: Irene Calboli – Professor, Texas A&M University

10.15 – 11.05  Topic 14: 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 – 12.10  Topic 15: Semiconductor and Topography Rights with Some References to Aerospace Technology – Representative from WIPO

12.10 – 12.30  Group Activities Leading to Final Projects
(Due: Friday Afternoon, 17 September)

12.30 – 18.30  Break

18.30 – 19.15  Real-World Industry Problem Related to Aerospace Technology
(with Some References to ‘Other Intellectual Property Rights’)

19.15 – 20.00  Dissection of the Real-World Industry Problem, with Some References to “Other Intellectual Property Rights”

14. 9. TUESDAY

9.00 – 9.30  Keynote Speech 3: in the Field of Aerospace Technology

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
10.55 – 11.45 **Topic 16: Economics of IP** (with emphasis on logistics and warehouse technology)  
   – Representative from WIPO

11.45 – 12.35 **Topic 17: Panel: Transfer of Technology and Licensing with emphasis on logistics and warehouse technology**

   **Panelist 1:** Thea 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 18: IP Valuation** (with emphasis on logistics and warehouse technology)  
   – Dr Aleksandra Kuźnicka Cholewa – Attorney, CMS Cameron McKenna, 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 Wroclaw, Poland

9.50 – 10.40 **Topic 21: 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


11.40 – 12.30 **Topic 23: 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 24: Traditional Knowledge and Traditional Cultural Expressions: Towards a Suitable Protection System** – Krisztina Kovacs – Policy Officer, European Commission

### 17. 9. Friday

9.00 – 9.50 **Topic 25: 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 Technology Licensing 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  Logistics and Warehouse Technology, 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