

Third Transatlantic Intellectual Property Summer Academy

BOCCONI

Open Doors to Innovation: Teamwork and Patents



Università Commerciale
Luigi Bocconi
School of Law

Via Sarfatti, 25
20136 Milano

Milan
22 - 23 June 2009
Bocconi University

Program

Organized by
Bocconi University

In cooperation with
European Patent Academy



Ministero dello Sviluppo Economico
Ufficio Italiano Brevetti e Marchi



UNIVERSITÀ DEGLI STUDI DI TRENTO
Facoltà di Giurisprudenza



Scuola Superiore
Sant'Anna
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Venues

Bocconi University

Room 11, first floor
Via Sarfatti, 25
20136 Milano
Italy

Assolombarda

Rooms Falck / Bracco
Via Pantano, 9
(entrance from Via Chiaravalle, 8)
20122 Milano
Italy

Monday, 22 June 2009

09.15 Registration

Seminar Inauguration

09.45 **Welcome Address on behalf of the Organizing Universities**

*Laurent Manderieux
Bocconi University*

Welcome Address on behalf of the European Patent Office

*Helge Rasmussen
Executive Director, European Patent Academy (EPO)*

10.15 **Keynote Address**

**Italy at the Forefront of Promoting Cooperation between
Industry, University and Financial Market**

*Loredana Gulino
Director-General,
Italian Patent and Trademark Office (UIBM)*

10.45 **How to Assemble Multi-disciplinary Teams; Collaborations to
Innovate**

Laurent Manderieux

Session 1 Collaboration for Innovation

Chair: *Laurent Manderieux*

11.15 **Session 1.1**

**Better Tools for Technology Transfer: the WIPO Draft IP
Guide for the Creation of University TTOs in Latin America**

*Francesca Toso
WIPO Technical Assistance and Capacity Building Sector
Laurent Manderieux*

12.15 **Session 1.2**

Company Needs. Confindustria's Efforts to Promote IP

*Marcella Panucci
Confindustria IP Working Group*

Session 2

Europe and beyond in a Toolkit

Chair: *Aurelio Lopez Tarruella Martinez*
University of Alicante

15.00 Session 2.1

European Legislation and Programs promoting IP: why and how?

Aurelio Lopez Tarruella Martinez

16.00 Session 2.2

Trading European Intellectual Property - through University-Industry Knowledge Transfer and better Enforcement of IP Rights Worldwide

Denis Dambois

European Commission, Directorate General « Trade »

17.00 Session 2.3

WIPO Support for Innovation and Technology Transfer

Yumiko Hamano

WIPO Patent Division

Discussant: Giovanna Adinolfi

University of Milan

Tuesday, 23 June 2009

**Session 3
Patent and IP Intelligence**

Chair: *Francesco Macchetta*
IP Director, Bracco Group

09.30 Keynote Address
Adriana Cremaschi Sartor
Vice-President, Confindustria Lombardia

10:00 Session 3.1

Patent Strategy and Licensing
Alfred Chaouat
President, LES France and
Vice-President, IP & Licensing, Thomson

11.00 Session 3.2

Multinational Companies' Patent Strategies
Francesco Macchetta
Director IP, Bracco Group

12.00 Session 3.3

DRM as Pseudo-Patents?
Roberto Caso
University of Trento

Session 4

Collaboration Strategy and Dispute Resolution

Chair: *Roberto Caso*

14.00 Session 4.1

Networks of Collaboration and Investors' Mobility: Recent Results and Open Research Questions

Stefano Breschi
Bocconi University

14.45 Session 4.2

IP Valuation

Guido von Scheffer
Director, IP Bewertungs AG (IPB)

15.30 Session 4.3

The "Top Ten" Issues in Drafting and Interpreting Intellectual Property Licenses

Gary Rinkerman
Drinker Biddle & Reath LLP

16.15 Session 4.4

And if Everything Goes Wrong?

Recent Administrative Decisions on Domain Names: Facebook.it

Enzo Fogliani
University of Udine

Alternative Mechanisms for Dispute Resolution

Catherine Rogers
Bocconi University and Penn State University

17.30 Closing Remarks

Towards a Roadmap for Teamwork and IP?

Gabriella Venturini
University of Milan



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