Third Transatlantic Intellectual Property Summer Academy

Open Doors to Innovation: Teamwork and Patents

Milan
22 - 23 June 2009
Bocconi University

Program

Organized by
Bocconi University

In cooperation with
European Patent Academy
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