

# INTELLECTUAL PROPERTY, TECHNOLOGY TRANSFER AND LICENSING

13 to 24 June 2016, Strasbourg

## CEIPI / WIPO / INPI Advanced Course



The CEIPI/WIPO/INPI Advanced Course on Intellectual Property, Technology Transfer and Licensing will take place from 13 to 24 June 2016 in Strasbourg, France. This training course is jointly organized since 1978 by the Centre for International Intellectual Property Studies (CEIPI) in collaboration with the World Intellectual Property Organization (WIPO) and the French National Institute of Industrial Property (INPI). As in the previous edition, the present course touches upon the legal, practical and economic aspects of technology transfer and licensing.

The training is mainly addressed to technology transfer officials, including professionals working in university technology transfer offices, national and regional intellectual property offices and science and technology ministries. With an integrated and practical approach, the CEIPI/WIPO/INPI Advanced Training Course on Intellectual Property, Technology Transfer and Licensing will be also of the interest of lawyers and economists.

Participants will benefit from the expertise of specialists from several international organizations, prestigious research institutes and universities, and renowned professionals, while interacting with professionals coming from all over the world.

The academic direction of the current training program was done by Christophe GEIGER, Professor of Law, Director General and Director of the Research Department of CEIPI. Xavier SEUBA, Senior Lecturer and Researcher at CEIPI, led the design and academic coordination of the course with the assistance of Teresa CALIXTO, Research Assistant at CEIPI. The organization of the course was coordinated by Alexia PHILIPP, Training and International Relations Officer at CEIPI.

## CEIPI/WIPO/INPI Advanced Course on Intellectual Property, Technology Transfer and Licensing

### International Technology Transfer: Economic and Policy Issues

**Monday 13 June 2016**

**9.00 - 09.30**

**Welcoming**

**Christophe GEIGER**, Professor of Law, Director General and Director of the Research Department of the Centre for International Intellectual Property Studies (CEIPI), University of Strasbourg, France

**Tshimanga KONGOLO**, Head, Professional Development Program, WIPO Academy, World Intellectual Property Organization (WIPO), Geneva, Switzerland

**Jean-Baptiste MOZZICONACCI**, Director for Strategy and International Relations, National Institute for Industrial Property (INPI), Paris, France

**9.30 - 12.00**

**The International Landscape of Intellectual Property**

**Tshimanga KONGOLO**

**12.00 - 13.00**

**Lunch break**

**13.00 - 15.00**

**Conceptual, Economic and Policy Aspects of Technology Transfer**

**Padmashree GEHL SAMPATH**, Chief, Technology and Innovation Report Series, Division for Technology and Logistics, United Nations Conference on Trade and Development (UNCTAD), Geneva, Switzerland

**15.00 - 15.15**

**Coffee break**

**15.15 - 17.00**

**The International Architecture of Technology Transfer**

**Pedro ROFFE**, Senior Associate, International Centre for Trade and Sustainable Development (ICTSD), Geneva, Switzerland

**18.00**

**Welcoming cocktail**

**Tuesday 14 June 2016**

**9.00 - 12.00**

**The Economics of Technology Transfer**

**Antoine DECHEZLEPRETRE**, Associate Professorial Research Fellow, Grantham Institute on Climate Change and the Environment, London School of Economics, United Kingdom

**12.00 - 14.00**

**Lunch break**

**14.00 - 17.00**

**Development and Intellectual Property Case Studies on Cooperation and Exchange Between Research and Development (R&D) Institutions in Developed and Developing Countries**

**Bowman HEIDEN**, Deputy Director, Center for Intellectual Property, University of Gothenburg, Sweden

## Intellectual Property Licensing and Competition

**Wednesday 15 June 2016**

<b>9.00 - 12.00</b>	<b>Patent Pools and Standard Licensing</b> <b>Emmanuel GOUGE</b> , European Committee, Licensing Executives Society International (LESI), Paris, France
<b>12.00 - 13.00</b>	<b>Lunch break</b>
<b>13.00 - 14.30</b>	<b>Licensing of Environmentally Sound Technologies</b> <b>Fabirama NIANG</b> , Vice-President, Intellectual Property TOTAL, Paris, France
<b>14.30 - 14.45</b>	<b>Coffee break</b>
<b>14.45 - 17.30</b>	<b>Competition, Technology Transfer and Licensing</b> <b>Andreas HEINEMANN</b> , Professor, Department of Commercial, Economic and European Law, University of Zurich, Switzerland

## Intellectual Property Licensing in Public Settings

**Thursday 16 June 2016**

<b>9.00 - 12.00</b>	<b>Technology Transfer and Agriculture</b> <b>Michael KOCK</b> , Global Head of Intellectual Property, Syngenta International AC, Basel, Switzerland
<b>12.00 - 13.15</b>	<b>Lunch break</b>
<b>13.15 - 15.15</b>	<b>Medicines Patent Pool</b> <b>Esteban BURRONE</b> , Head of Policy, Medicines Patent Pool, Geneva, Switzerland
<b>15.15 - 15.30</b>	<b>Coffee break</b>
<b>15.30 - 17.30</b>	<b>Technology Transfer and the Pharmaceutical Industry</b> <b>Julia MOLITOR</b> , Director, Head of Intellectual Property, Delenex Therapeutics AG, Zurich, Switzerland

## Preconditions for an Effective Knowledge Transfer Ecosystem & Establishing an Organizational Infrastructure for Knowledge Transfer

## Intellectual Property Rights Management

**Friday 17 June 2016**

<b>9.00 - 12.00</b>	<b>Management and commercialisation of innovation</b> <b>Frédéric CAILLAUD</b> , Executive Director for Innovation, Marketing and Communication, National Institute for Industrial Property (INPI), Paris, France
<b>12.00 - 13.00</b>	<b>Lunch break</b>
<b>13.00 - 14.30</b>	<b>Technology Transfer in China</b> <b>Xiang YU</b> , Director of the Chinese German Institute for Intellectual Property, School of Management, Huazhong University of Science and Technology, China

14.30 - 14.45	Coffee break
14.45 - 16.15	<b>Adopting a Patent Strategy: Offensive and Defensive Patenting and Design-around Techniques</b> <b>Emmanuel JELSCH</b> , European and Swiss Patent Attorney, Geneva, Switzerland
16.15 - 16.30	Coffee break
16.30 - 18.00	<b>Strategies for Filing Patent Applications</b> <b>Emmanuel JELSCH</b>

## Intellectual Property Rights Commercialization

**Monday 20 June 2016**

9.00 - 09.15	<b>Introduction</b> <b>Matt RAINEY</b> , Director–Advisor, WIPO Academy, World Intellectual Property Organisation (WIPO), Geneva Switzerland
9.15 - 12.00	<b>IP Valuation and Royalty Calculations - Lecture and Workshop</b> <b>Heinz GODDAR</b> , Partner, Boehmert & Boehmert, Munich, Germany
12.00 - 14.00	Lunch break
14.00 - 17.00	<b>IP Licensing - Lecture and Workshop</b> <b>Heinz GODDAR</b> <b>Matt RAINEY</b>

## Intellectual Property Rights Management and Remedies

**Tuesday 21 June 2016**

9.00 - 12.00	<b>Innovation Management at Universities and R&amp;D Institutions</b> <b>Heinz GODDAR</b>
12.00 - 14.00	Lunch break
14.00 - 17.00	<b>IP Remedies and Workshop</b> Patent remedies in Germany: Options and Comparative Advantages – <b>Heinz GODDAR</b> Alternative Remedies for Patent Infringement: <b>Matt RAINEY</b> <b>Susan KIRSCH</b> , Partner, Carpmaels & Ransford, London, United Kingdom <b>Adam MOSSOFF</b> , George Mason University School of Law, Virginia, USA Hypothetical Exercise.

## Current Issues in Intellectual Property

### Wednesday 22 June 2016

**9.00 - 12.00** Current Issues in Patent Law: Chemistry, Life Sciences and Computers

Matt RAINEY  
Susan KIRSCH  
Adam MOSSOFF

**12.00 - 14.00** Lunch break

**14.00 - 17.00** Policy Considerations for Technology Transfer: Round Table

Adam MOSSOFF  
Matt RAINEY

### Thursday 23 June 2016

**9.00 - 12.00** Freedom to Operate and Designing Around: Workshop

Adam MOSSOFF  
Matt RAINEY

**12.00 - 14.00** Lunch break

**14.00 - 17.00** Standards, Cross-Licensing and Patent Pools

Adam MOSSOFF  
Matt RAINEY

### Friday 24 June 2016

**9.00 - 11.00** Multinational Licensing

Christof KARL, Partner, Bardehle-Pagenberg, Munich, Germany

**11.00 - 11.30** Coffee break

**11.30 - 12.30** Keynote Lecture: Technology Transfer and Development

Frederick ABBOTT, Edward Ball Eminent Scholar Professor of International Law, Florida State University College of Law, USA

**12.30 - 13.00** Certificate handout ceremony

Philippe BORNE, Regional Representative, National Institute for Industrial Property (INPI), Schiltigheim, France

Matt RAINEY  
Christophe GEIGER

**13.00 - 14.00** Farewell cocktail

## Practical Information

### Venue

«Escarpe» building

**Amphitheater 23** (ground floor)

Centre d'Études Internationales de la Propriété Intellectuelle

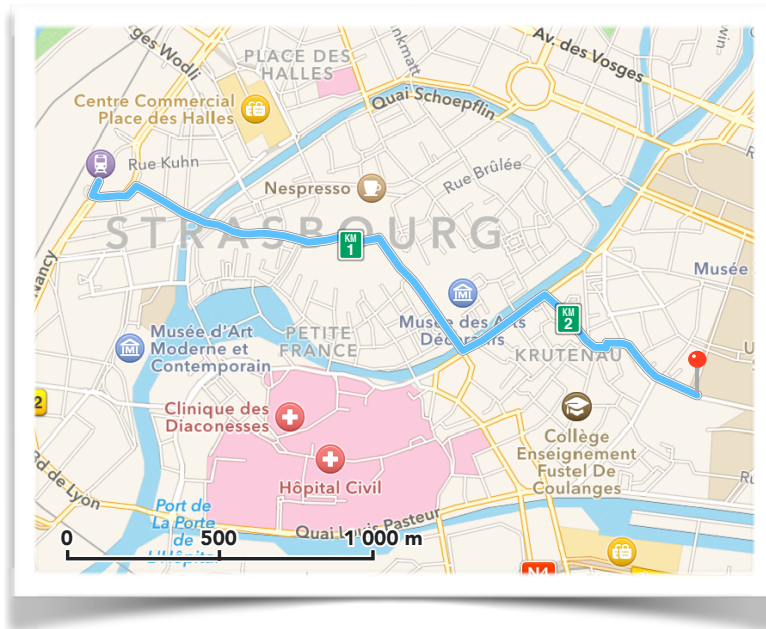
Université de Strasbourg

11 rue du Maréchal Juin

67046 Strasbourg Cedex

### Access from the train station

Tramway Line C direction Neuhof Rodolphe Reuss, Station «Universités»



For further information, please contact:

**Mr. Xavier Seuba**

for academic aspects

Tel. +33 3 68 85 84 61

xavier.seuba@ceipi.edu

**Ms. Alexia Philipp**

for registration and  
administrative questions

Tel. +33 3 68 85 80 82

philipp.alexia@ceipi.edu

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