



CENTER FOR THE PROTECTION
OF INTELLECTUAL PROPERTY



WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

SUMMER SCHOOL

WIPO-CIP Summer School on Intellectual Property

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Center for the Protection of Intellectual Property (CIP), Antonin Scalia Law School,
George Mason University

Arlington, Virginia, June 11 to 22, 2018

PROGRAM

15:30 – 16:00 Break

16:00 – 17:30 Topic 7: Panel: Patents in the Innovation Industries

Panelists: Robin Stitzing, Nokia
Laurie Self, Qualcomm
Hans Sauer, Biotechnology Innovation Organization
Ben Kwitek, InterForm

Moderator: Prof. Adam Mossoff, Antonin Scalia Law School,
George Mason University

Wednesday, June 13, 2018

SECTION II MARKS & DESIGNS

9:00 – 10:30 Topic 8: Real-World Value in Commercial Goodwill

Speaker: Prof. Justin Hughes, Loyola Law School, Los Angeles

10:30 – 11:00 Break

11:00 – 12:30 Topic 9: Securing & Using Marks & Designs Globally

Speaker: Prof. Justin Hughes, Loyola Law School, Los Angeles

12:30 – 14:00 Lunch Break

14:00 – 15:30 Topic 10: Counterfeiting & International Enforcement

Speaker: Travis Johnson, International Anti-Counterfeiting Coalition

15:30 – 16:00 Break

16:00 – 17:30 Topic 11: Panel: Marks & Designs in the Commercial Industries

Panelists: Alesha Dominique, Mitchell Silberberg & Knupp
Dale Cendali, Kirkland & Ellis
Russ Jacobs, Starbucks
Ellen Syzmanski, Global Innovation Policy Center

Moderator: Prof. Matthew Barblan, Antonin Scalia Law School, George Mason University

14:00 – 15:30	Topic 18:	Simulation Exercise: Best Practices for Protecting Trade Secrets
	Speaker:	Prof. Mark Schultz, Southern Illinois University School of Law
15:30 – 16:00	Break	
16:00 – 17:30	Topic 19:	Industry Panel: Trade Secrets in Global Business
	Panelists:	Debra Waggoner, Corning Jon Hoganson, Micron Clara Gillispie, National Bureau of Asian Research Aaron Smethurst, UCB
		<i>Moderator:</i> Kevin Madigan, CPIP

WEEK 2

Monday, June 18, 2018

SECTION V IP AS A COMMERCIAL BUSINESS ASSET

9:00 – 10:15	Topic 20:	Introduction: Policy & Economics of Intellectual Property Licensing
	Speaker:	Prof. Adam Mossoff, Antonin Scalia Law School, George Mason University
10:15 – 10:30	Break	
10:30 – 11:30	Topic 21:	IP Valuation and Management
	Speaker:	Damon Matteo, Fulcrum Strategy
11:30– 12:30	Topic 22:	Transfer of Technology and Licensing
	Speaker:	Stephen Auvil, Maryland Technology Development Corporation (TEDCO)
12:30– 14:00	Lunch Break	
14:00 – 16:00	Topic 23:	Simulation Exercise: Making Cross-Border Business and Investment Decisions for IP-Intensive Businesses
	Speaker:	Prof. Mark Schultz, Southern Illinois University School of Law

Thursday, June 21, 2018

10:00 – 12:00 Simulation Exercise: Protecting Brands in a Modern Economy

Speaker: Prof. Matthew Barblan, Antonin Scalia Law School, George
Mason University

12:00 – 14:00 Lunch

14:00 – 16:00 Simulation Exercise: Designing Around a Patent in Commercial Competition

Speaker: Prof. Adam Mossoff, Antonin Scalia Law School, George
Mason University

16:00 – 18:00 Reception in Hazel Hall Atrium

Friday, June 22, 2018

9:30 – 11:30 Policy Advocacy Simulation Exercise: Advocating for the CASE Act

Speaker: Prof. Sandra Aistars, Antonin Scalia Law School, George
Mason University

11:30 – 12:00 Break

12:00 – 12:30 Evaluation & Closing

12:30 Program Adjourns