



CENTER FOR THE PROTECTION  
OF INTELLECTUAL PROPERTY



**WIPO**

WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## SUMMER SCHOOL

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### **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 3 to 14, 2019**



5:00 pm                      Group Photo  
Location: Scalia Law Atrium, First Floor, Hazel Hall

5:00 – 6:15 pm              Student Welcome Reception  
Location: Scalia Law Atrium, First Floor, Hazel Hall

**Tuesday, June 4, 2019**

**SECTION I                      PATENTS AND INNOVATION**

9:00 – 10:30 am              Session 4: The Real-World Value of Patents  
Speaker:                      Keith Grzelak, Wells St. John

10:30 – 11:00 am              Break

11:00 am – 12:30 pm        Session 5: Introduction to the U.S. Patent System  
Speaker:                      Prof. Sean O'Connor, Center for the Protection of  
Intellectual Property, Antonin Scalia Law School, George  
Mason University

12:30 – 2:00 pm              Lunch Break

2:00 – 3:30 pm              Session 6: Hot Topics: The Role of Patents in Biotech & High-Tech Innovation  
Speaker:                      Prof. Chris Holman, University of Missouri–Kansas City  
School of Law, Center for the Protection of Intellectual  
Property, Antonin Scalia Law School, George Mason  
University

3:30 – 4:00 pm              Break

4:00 – 5:30 pm              Session 7: Panel: Patents in the Innovation Industries  
Panelists:                      John Kolakowski, Nokia  
Laurie Self, Qualcomm  
David Korn, PhRMA  
  
*Moderator:* Prof. Sean O'Connor, Center for the Protection  
of Intellectual Property, Antonin Scalia Law School, George  
Mason University

**Wednesday, June 5, 2019**

**SECTION II**

**MARKS & DESIGNS**

9:00 – 10:30 am

Session 8: Real-World Value in Commercial Goodwill

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

10:30 – 11:00 am

Break

11:00 am – 12:30 pm

Session 9: Securing and Using Marks & Designs Globally

Speaker: Prof. Hugh Hansen, Fordham University School of Law

12:30 – 2:00 pm

Lunch Break

2:00 – 3:00 pm

Session 10: Counterfeiting & International Enforcement

Speaker: Kasie Brill, Global Innovation Policy Center

3:00 – 4:00 pm

Break

4:00 – 5:30 pm

Session 11: Panel: Marks & Designs in the Commercial Industries

Panelists: Alesha Dominique, Mitchell Silberberg & Knupp  
Dale Cendali, Kirkland & Ellis  
Russ Jacobs, National CASA Association  
Ellen Szymanski, Global Innovation Policy Center

*Moderator:* Chris Katopis, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University

**Thursday, June 6, 2019**

**SECTION III**

**COPYRIGHT AND CREATIVITY**

9:00 – 10:30 am

Session 12: Copyright as a Property Right: The Real-World Value of Copyright

Speaker: Steven Tepp, Sentinel Worldwide

10:30 – 11:00 am

Break

11:00 am – 12:30 pm

Session 13: Securing & Using Copyright Protection Globally

Speaker: Prof. Eric Priest, University of Oregon Law School, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University

12:30 – 2:00 pm	Lunch Break
2:00 – 3:30 pm	Session 14: Copyright in the Digital World
	Speaker: Prof. Chris Newman, Antonin Scalia Law School, George Mason University
3:30 – 4:00 pm	Break
4:00 – 5:30 pm	Session 15: Panel: Copyright in the Creative Industries
	Panelists: Troy Dow, Disney Karen Marangi, RELX David Lowery, Songwriter & Artist Jessie Richard, Recording Industry Association of America
	<i>Moderator:</i> Kevin Madigan, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University

**Friday, June 7, 2019**

**SECTION IV TRADE SECRETS**

9:00 – 10:30 am	Session 16: The Real-World Value of Trade Secrets
	Speaker: Albert Keyack, Kilburn & Strode
10:30 – 11:00 am	Break
11:00 am – 12:30 pm	Session 17: Securing & Using Trade Secrets Globally
	Speaker: Prof. Mark Schultz, Southern Illinois University School of Law
12:30 – 2:00 pm	Lunch Break
2:00 – 3:30 pm	Session 18: Simulation Exercise: Best Practices for Protecting Trade Secrets
	Speaker: Vanessa Pierce Rollins, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University
3:30 – 4:00 pm	Break

4:00 – 5:30 pm

Session 19: Panel: Trade Secrets in Global Business

Panelists: Shane Warren, DuPont  
Ed Brzytwa, American Chemistry Council  
Ryan Ong, National Association of Manufacturers  
Kate Linton, International Trade Commission

*Moderator:* Prof. Mark Schultz, Southern Illinois University  
School of Law

## **WEEK 2**

**All classes will be held at Scalia Law School in Hazel Hall, Classroom 225 (second floor).**

### **Monday, June 10, 2019**

#### **SECTION V**

#### **IP AS A COMMERCIAL BUSINESS ASSET**

9:00 – 10:15 am

Session 20: Introduction: Policy & Economics of Intellectual Property Licensing

Speaker: Prof. Mark Schultz, Southern Illinois University School of  
Law

10:15 – 10:30 am

Break

10:30 – 11:30 am

Session 21: IP Valuation and Management

Speaker: Damon Matteo, Fulcrum Strategy

11:30 am – 12:30 pm

Session 22: Transfer of Technology and Licensing

Speaker: Hina Mehta, Office of Technology Transfer, George Mason  
University

12:30 – 2:00pm

Lunch Break

2:00 – 4:00 pm

Session 23: Simulation Exercise: Making Business and Investment Decisions for IP-  
Intensive Businesses

Speaker: Timothy Trainer, Global Intellectual Property Strategy  
Center, P.C. & Galaxy Systems, Inc.

### **Tuesday, June 11, 2019**

#### **SECTION VI**

#### **HOT TOPICS IN GLOBAL IP MARKETS**

9:00 – 10:30 am

Session 24: IP & Competition Policy

Speaker: Anne Layne-Farrar, Charles River Associates

10:30 – 11:00 am      Break

11:00 am – 12:30 pm      Session 25: International Patent Prosecution

Speaker:              Dr. David M. Longo, Oblon

12:30 – 2:00 pm      Lunch Break

2:00 – 3:30 pm      Session 26: Securing the Benefits of Traditional Knowledge for Local Communities

Speaker:              Jorge Goldstein, Sterne, Kessler, Goldstein & Fox

**Wednesday, June 12, 2019**

9:00 – 10:30 am      Session 27: Case Study: Bringing Traditional Knowledge to Global Markets for the Benefit of Local Communities

Speaker:              Prof. Lateef Mtima, Howard University School of Law, Institute for Intellectual Property and Social Justice

10:45 am      Buses depart to Smithsonian National Museum of American History

11:15 am – 1:00 pm      Lunch Break/Free Time at Smithsonian National Museum of American History

1:00 – 2:30 pm      Session 28: Panel: Software as Intellectual Property

Location: Smithsonian National Museum of American History, Innovation Wing, Coulter Performance Plaza, 1st Floor West

Panelists:              Robert W. Bahr, U.S. Patent and Trademark Office  
                                  Prof. Gerardo Con Diaz, University of California, Davis  
                                  Susann Keohane, IBM Research

*Moderator:* Arthur Daemrlich, Lemelson Center for the Study of Invention and Innovation

*Closing Remarks:* Prof. Sean O'Connor, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University

2:30 – 3:45 pm      Free Time at Smithsonian National Museum of American History

Participants are encouraged to explore the Museum's exhibits, particularly the collection of patented innovations in the Innovation Wing.

4:00 pm      Buses depart from Smithsonian to Baker McKenzie

4:15 – 6:00 pm Reception at Baker McKenzie

Location: Baker McKenzie, 815 Connecticut Ave NW, Washington, D.C.  
*If students prefer to walk over, Baker McKenzie is about a 25 minute walk from the museum.*

6:00 pm Reception concludes at Baker McKenzie without return to Scalia Law.

**Thursday, June 13, 2019**

10:00 am – 12:00 pm Session 29: Simulation Exercise: Protecting Brands in a Modern Economy

Speaker: Prof. Devlin Hartline, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University

12:00 – 12:30 pm Session 30: Overview of the LLM Program at Scalia Law

Speaker: Adriana Vito, Office of Admissions, Antonin Scalia Law School, George Mason University

12:30 – 2:00 pm Lunch Break

2:00 – 4:00 pm Session 31: Simulation Exercise: Designing Around a Patent in Commercial Competition

Speaker: Chris Katopis, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University

**Friday, June 14, 2019**

9:30 – 11:30 am Session 32: Policy Advocacy Simulation Exercise: Advocating for the CASE Act

Speaker: Terrica Carrington, Copyright Alliance

11:30 am – 12:00 pm Break

12:00 – 1:00 pm Evaluations & Closing

1:00 pm Program Concludes