WIPO-CPIP Summer School on Intellectual Property

Organized by
the World Intellectual Property Organization (WIPO)

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

Arlington, Virginia, June 3 to 14, 2019
WEEK 1
All classes will be held at Scalia Law School in Hazel Hall, Classroom 225 (second floor).

Monday, June 3, 2019

8:30 – 9:30 am  Registration

9:30 – 10:00 am  WIPO-CPIP Welcome & Introductions

   Speakers: Prof. Sean O’Connor, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University
   Joe Bradley, World Intellectual Property Organization
   Kevin Madigan, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University

10:00 – 11:00 am  Student Introductions

11:00 am – 12:15 pm  Session 1: The Economics of Intellectual Property

   Speaker: Prof. Jonathan Barnett, University of Southern California, Gould School of Law, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University

12:15 – 1:45 pm  Lunch Break

   *GMU IT techs available to help troubleshoot laptops and Wi-Fi connectivity. Remain in Classroom 225 if interested in receiving help.

1:45 – 3:00 pm  Session 2: Innovation and IP in a Global Economy

   Speaker: Prof. Sean O’Connor, Center for the Protection of Intellectual Property, Antonin Scalia Law School, George Mason University

3:00 – 3:30 pm  Break

3:30 – 4:45 pm  Session 3: Panel: The Role of IP Institutions in the Global IP System

   Daniel Lee, Office of the US Trade Representative
   Maria Strong, US Copyright Office
   Joe Bradley, World Intellectual Property Organization

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

Moderator:  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

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**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 – 2:00 pm  Lunch Break

2:00 – 4:00 pm  Session 23: Simulation Exercise: Making Business and Investment Decisions for IP-Intensive Businesses


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**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 Daemmrich, 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