WIPO-USA Summer School on Designs and the Interface with Other Intellectual Property Rights (IPRs) (Patents, Trademarks, and Copyright)

Organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the United States Patent and Trademark Office (USPTO)

Alexandria, Virginia, July 20 to 31, 2015

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
WEEK 1

Monday, July 20, 2015

8:30 – 9:00  Registration and Administrative Matters

9:00 – 10:00 Introduction of Program, USPTO, its Office of Policy and International Affairs (OPIA), and the Global Intellectual Property Academy (GIPA), and Program Participants

Susan Anthony, Acting Director, GIPA
Ben Golant, Attorney-Advisor, OPIA
Susan Allen, Attorney-Advisor, OPIA

10:00 – 10:15 Welcome Address

Sherif Saadallah, Executive Director, WIPO Academy

10:15 – 10:45 Coffee Break & Group Photograph

10:45 – 12:00 Topic 1:  Designing for Business Success: Why is Product Design Increasingly Important in Today’s World?

Speaker: Sam Lingo, Chief Operating Officer, Nashville Entrepreneur Center

12:00 – 12:30 Discussion

12:30 – 12:45 Introduction to the Patent and Trademark Office Society

Speaker: Raymond Addie, Patent Examiner, USPTO

12:45 - 14:15 Lunch Break


Speaker: Bill Fryer, Professor Emeritus, University of Baltimore School of Law

15:15 – 15:30 Coffee Break


Speaker: Tracy-Gene Durkin, Director, Sterne Kessler Goldstein Fox

16:45 – 17:15 Discussion
Tuesday, July 21, 2015

9:00 - 10:15  Topic 4:  **Design Patent Prosecution in the U.S.**
Speaker: Garth Rademaker, Supervisory Design Patent Examiner, USPTO

10:15 - 10:45  Discussion

10:45 - 11:00  Coffee Break

11:00 – 12:30  Topic 5:  **Protection of Architectural Works**
**Design Law and Architecture**
Speaker: Terrence F. Canela, Deputy General Counsel, American Institute of Architects

12:30 – 14:00  Lunch Break

14:00 – 15:15  Topic 6:  **Design Protection Under U.S. Trademark Law**
Speakers: Steven Berk, Chief of Staff, Office of the Commissioner for Trademarks, USPTO
Susan Allen, OPIA, USPTO

15:15 – 15:45  Discussion

15:45 – 16:00  Coffee Break

16:00 – 17:00  Topic 7:  **Copyright Protection for Designs in the U.S. and Around the World**
Speaker: Jennie Ness Vernon, OPIA, USPTO

17:00 – 17:30  Discussion  *(and hand-outs for Wednesday’s Design Case Study)*
**Wednesday, July 22, 2015**

9:00 – 10:00  Design Case Study

10:00 – 11:30  Topic 8: **Design Protection Around the World: A Summary of Similarities and Differences**

   Speakers: David Gerk, OPIA, USPTO
   Bill Fryer, Professor Emeritus, University of Baltimore
   School of Law

11:30 – 12:00  Discussion

12:00 – 13:15  Lunch Break


   Speaker: Charlie Pearson, Director,
   International Patent Legal Administration, USPTO

14:30 – 15:00  Discussion

15:00 – 15:15  Break (no coffee)

15:15 – 17:00  USPTO Tour

   Tour of Public Search Facility: Ms. Robin Jackson,
   Technical Information Specialist, Public Search Facility

   Tour of National Inventors Hall of Fame and Museum, USPTO:
   Ms. Helena Grefer (and showing of film, Induction Process)

**Thursday, July 23, 2015**


   Speaker: Alan Datri, IP Consultant, IPDatri, LLC

10:15 – 10:45  Discussion

10:45 – 11:00  Coffee Break

11:00 – 12:15  Topic 11: **The Community Trademark (CTM) vs. the Madrid Protocol: A Comparison**

   Speaker: Alan Datri, IP Consultant, IPDatri, LLC

12:15 – 12:45  Discussion
12:45 – 14:15 Lunch Break

14:15 – 15:30 Topic 12: **Intellectual Property Protection for Graphical User Interfaces**

Speakers: Robert Katz, Attorney, Banner & Witcoff, Ltd.
Ross Dannenberg, Attorney, Banner & Witcoff, Ltd.

15:30 – 16:00 Discussion

16:00 – 17:15 **Economic Espionage: Protecting America’s Trade Secrets (including the award-winning film “The Company Man”)**

Speaker: David Barnett, Special Agent (SA), Federal Bureau of Investigation (FBI) Washington Field Office

**Friday, July 24, 2015**

9:00 – 10:15 Topic 13: **Protecting Textile Design and Patents**

Speaker: Susan Neuberger Weller, Member, Mintz Levin Cohn Ferris Glovsky and Popeo PC

10:15 – 10:45 Discussion

10:45 – 11:00 Coffee Break

11:00 – 12:30 Topic 14: **3D Printing (including demonstration)**

Speaker: Michael Weinberg, General Counsel, Shapeways

12:30 – 13:00 Discussion

13:00 – 14:30 Lunch Break

14:30 – 16:30 Topic 15: **Protection of Fashion Design**

Speaker: Susan Scafidi, Founder & Academic Director, Fashion Law Institute, Fordham University Law School

16:30 – 17:30 Ice Cream Social
WEEK 2

Monday, July 27, 2015

9:00 – 10:15  Topic 16: **Copyright: Moral Rights under U.S. and E.U. Law**
   Speaker: Michael Shapiro, OPIA, USPTO

10:15 – 10:45  Discussion

10:45 – 11:00  Coffee Break

11:00 – 12:00  Topic 17: **Protection of Traditional Cultural Expressions**
   Speaker: Susan Anthony, Acting Director, GIPA

12:00 – 12:30  Discussion

12:30 – 13:45  Lunch Break

13:45 – 15:00  Topic 18: **Copyright: Registration Matters at the US Copyright Office**
   Speaker: Robert Kasunic, Associate Register of Copyrights and Director of Registration Policy & Practice, U.S. Copyright Office

15:00 – 15:30  Discussion

15:30 – 15:45  Coffee Break

15:45 – 17:00  Topic 19: **Appropriation Art and the Law**
   Speaker: Terry Hart, Director of Legal Policy, Copyright Alliance

Tuesday, July 28, 2015

9:00 – 10:00  Topic 20: **Tattoos and Body Art: The “Art” of Design**
   Speaker: Susan Anthony, Acting Director, GIPA

10:00 – 10:30  Discussion

10:30 – 10:45  Coffee Break

10:45 – 11:45  Topic 21: **Building Design (and other IPR) Protection into Agreements with Manufacturers, Distributors, and Others**
   Speaker: Giovanna M. Cinelli, Partner, Dentons US

11:45 – 12:15  Discussion
12:15 –13:45 Lunch Break

13:45 – 15:00 Topic 22: **Protecting Car Designs**

Speaker: Thomas (“Tom”) Moga, LeClairRyan

15:00 – 15:30 Discussion

15:30 –15:45 Coffee Break

15:45 – 17:00 Topic 23: **Protection of Electronic Device Designs**

Speaker: Jason Fiorillo, Chief Intellectual Property Counsel, Analog Devices Technology

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**Wednesday, July 29, 2015**


Speakers: Christopher Carani, Shareholder, McAndrews Held & Malloy, Ltd.

John Koeppen, OPIA, USPTO

11:30 – 12:00 Discussion

12:00 – 13:00 Lunch Break

13:00 – 18:00 **Field Trip to Washington, DC**

National Museum of American History –Innovation Pavilion

Speaker: Donald (“Larry”) Tarazano, Supervisory Patent Examiner, USPTO

National Museum of Crime & Punishment – Counterfeiting Exhibit

Speaker: Travis Johnson, Vice President – Legislative Affairs & Policy, International Anti-Counterfeiting Coalition (IACC)

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**Thursday, July 30, 2015**

9:00 – 10:00 Topic 25: **The “Hottest Topics” in Design Protection under Patent, Trademark, and Copyright Law**

Speaker: Perry Saidman, Principal, Saidman Design Law Group
10:00-10:30 Discussion
10:30 – 10:45 Coffee Break
10:45 – 12:15 Break-Out Sessions for Student Projects
12:15 – 13:45 Lunch Break
13:45 – 15:30 Break-Out Sessions for Student Projects
15:30 – 15:45 Coffee Break
15:45 – 17:00 Break-Out Sessions for Student Projects

EVENING SESSION: Immediately after the completion of the day’s work, we shall proceed to a nearby hotel, for a light reception and the opportunity to mingle and meet-and-greet others from the USPTO (as well as any of our speakers who are able to attend).

Friday, July 31, 2015

9:00 – 9:30 “Ten Things Every Entrepreneur Needs to Know about Intellectual Property”
   Speaker: Edward D. Lanquist, Jr.
   Patterson Intellectual Property Law

9:30 – 12:30 Student Project Presentations
   Guest: Bill Fryer, Professor Emeritus, University of Baltimore School of Law

12:30 – 13:00 Presentation of Certificates and Graduation
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