

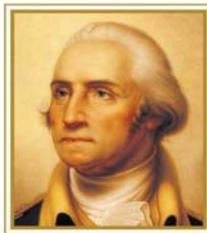
**The United States Patent and Trademark Office's (USPTO)
Global Intellectual Property Academy (GIPA)**



UNITED STATES PATENT AND TRADEMARK OFFICE
GLOBAL INTELLECTUAL PROPERTY ACADEMY

In cooperation with

**The George Washington University Law School's Creative & Innovative Economy
Center**



THE GEORGE
WASHINGTON
UNIVERSITY
LAW SCHOOL
WASHINGTON DC

CREATIVE & INNOVATIVE ECONOMY CENTER

Are hosting

A Workshop for Legislators, Judges, and Government Representatives

On

**Intellectual Property Law and Strategic Management for Sustainable Economic
Development**

On

June 8-10, 2011 in Alexandria, VA

Coordinators:

Benjamin Hardman

Attorney-Advisor

Global Intellectual Property Academy

United States Patent & Trademark Office

Michael P. Ryan, PhD

Director

Creative & Innovative Economy Center

George Washington University Law School

ABOUT THIS WORKSHOP

This workshop provides a forum for legislators, government representatives, and judges to discuss how intellectual property law and strategic management can contribute to economic development.

Participants will study key principles of copyright law and competition in culture and information products; trademark law and brand-based competition; and patent law and technology competition through case studies set in developing countries and consider health innovation and competitiveness opportunities.

Each morning will begin with a brief “primer” regarding patent, copyright, and trademark law. The morning IP law primer will be followed by developing country case discussions.

Participants will study development strategies being carried out in Brazil regarding bio-medical technology, in China regarding clean energy technology innovation, in Colombia regarding trademarked-brand creativity, and in India regarding film, television, and music creativity.

Wednesday, June 8

- 0830 – 0900 **Program Registration**
- 0900 – 1000 **Program Overview / Participant Introductions**
Benjamin Hardman, Attorney-Advisor
Global Intellectual Property Academy (GIPA)
Office of the Administrator for Policy & External Affairs
United States Patent & Trademark Office
- 1000 – 1100 **Overview of Copyright**
Benjamin Hardman, Attorney-Advisor
Global Intellectual Property Academy (GIPA)
Office of the Administrator for Policy & External Affairs
United States Patent & Trademark Office
- 1100 - 1115 **Break**
- 1115 – 1215 **Measuring the Economic Contribution of Copyright to the
National Economies: An Overview of WIPO Studies and Their
Results**
Dimitar Gantchev, Deputy Director
Culture and Creative Industries Sector
World Intellectual Property Organization
- 1215 – 1345 **Lunch**
- 1345 – 1500 **Case Study #4 – Profiles in Film, Television, and Music
Creativity: India**
Michael P. Ryan, PhD, Director
Creative & Innovative Economy Center
The George Washington University Law School
- 1500 – 1600 **The Role of Copyright in the Creative Industries: A Look at
the Music, Movie, Software, and Publishing Industries.**
Michael Schlesinger
International Intellectual Property Alliance (IIPA)
- 1600 – 1630 **Question & Answer Session**

Thursday, June 9

0900 – 1000

Overview of Patents

Minna Moezie, Attorney-Advisor
Office of the Administrator for Policy & External Affairs
United States Patent & Trademark Office

1000 - 1045

Building Intellectual Property into National Development Strategies

Dimitar Gantchev, Deputy Director
Culture and Creative Industries Sector
World Intellectual Property Organization

1045 – 1100

Break

1100 – 1200

Case Study #3 – Profiles in Clean Energy: China

Michael P. Ryan, PhD, Director
Creative & Innovative Economy Center
The George Washington University Law School

1200 – 1330

Visiting Scholars Mentoring Program

Patent and Trademark Office Society (PTOS)

*Raymond Addie, Co-Chair, International Relations Committee,
Patent and Trademark Office Society (PTOS) and
Patent Examiner, Art Unit 3671
U.S. Patent and Trademark Office*

Lunch with PTOS escort

1330 – 1430

Case Study #2 – Profiles in Bio-Medical Technology: Brazil

Michael P. Ryan, PhD, Director
Creative & Innovative Economy Center
The George Washington University Law School

1430 – 1530

**The Importance of Patents to Innovation: A look at the
Pharmaceutical, Technology, and X (Design?) Industries**

Industry TBD

1530 – 1600

Question & Answer Session

Friday, June 10

0900 – 1000

Overview of Trademarks

Scott Baldwin, Attorney-Advisor
Global Intellectual Property Academy (GIPA)
Office of the Administrator for Policy & External Affairs
United States Patent & Trademark Office

1000 – 1045

The Economic Impact of Piracy and Counterfeiting

Dimitar Gantchev, Deputy Director
Culture and Creative Industries Sector
World Intellectual Property Organization

1045 – 1100

Break

1115 – 1215

**Case Study #1 – Commitment to Quality: A Look at the
Columbian Coffee Growers**

Michael P. Ryan, PhD, Director
Creative & Innovative Economy Center
The George Washington University Law School

1215 – 1345

Lunch

1345 – 1445

The Role of Trademarks: TBD

1445 – 1530

Question & Answer Session

1530 – 1600

Award Certificates / Evaluations