SUMMER SCHOOL

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)
Global Intellectual Property Academy (GIPA)

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

17:15 – 17:30 Introduction to Student Work Activities
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: The Max Planck Institute Study**
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, Trademarks 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

17:00 – 17:30 Discussion

Wednesday, July 22, 2015

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
13:15 – 14:15  **Topic 9:**  *The Hague System: An International Filing/Registration Treaty for Designs*

Speaker: Charlie Pearson, Director, International Patent Legal Administration, USPTO (Invited)

14:15 – 14:30  Break (no coffee)

14:30 – 16:00  USPTO Tour

16:00 – 17:00  Design Case Study

**Thursday, July 23, 2015**

9:00 – 10:15  **Topic 10:**  *The Madrid Protocol: An International Filing/Registration Treaty for Trademarks*

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 – 10:00 Topic 16: Protection of Traditional Cultural Expressions

Speaker: Susan Anthony, OPIA, USPTO

10:00 – 10:30 Discussion

10:30 – 10:45 Coffee Break

10:45 – 11:45 Topic 17: Copyright: Moral Rights under U.S. and E.U. Law

Speaker: Michael Shapiro, OPIA, USPTO

11:45 – 12:15 Discussion

12:15 – 13:45 Lunch Break

13:45 – 15:00 Topic 18: Copyright: Registration Matters at the U.S. 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: **Trends in Appropriation Art**
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, OPIA, USPTO

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 DevicesTechnology

**Wednesday, July 29, 2015**

9:00 – 11:30 Topic 24: **Enforcing Designs under Patent, Trademark and Copyright Laws: Elements of Infringement and Some Illustrative Cases**
Speakers: Christopher Carani, Shareholder, McAndrews Held & Malloy, Ltd.

John Koeppen, OPIA, USPTO

11:30 – 12:00 Discussion
12:00 – 13:15  Lunch Break
13:15 – 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)

**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

**Friday, July 31, 2015**

9:00 – 12:30  Student Project Presentations
12:30 – 13:00  Presentation of Certificates and Graduation

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