



UNITED STATES PATENT AND TRADEMARK OFFICE
GLOBAL INTELLECTUAL PROPERTY ACADEMY

SUMMER SCHOOL

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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
- 14:15 – 15:15 Topic 2: **International Law & Treaties Governing Designs**
- Speaker: Bill Fryer, Professor Emeritus,
University of Baltimore School of Law
- 15:15 – 15:30 Coffee Break
- 15:30 – 16:45 Topic 3: **The Industrial (Design) Revolution: An Overview of Design Law
in the U.S.**
- Speaker: Tracy-Gene Durkin, Director,
Sterne Kessler Goldstein Fox
- 16:45 – 17:15 Discussion
- 17:15 – 17:30 Introduction to Student Work Activities

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 Koeppe, 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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