



UNITED STATES PATENT AND TRADEMARK OFFICE  
GLOBAL INTELLECTUAL PROPERTY ACADEMY

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## 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)

**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

**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 Gerck, 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 – 14:30 Topic 9: **The Hague System: An International Filing/Registration Treaty  
for Designs**

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**

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



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

### **Wednesday, July 29, 2015**

9:30 – 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 – 13:00 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)

### **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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