

# TENTH BOCCONI TRANSATLANTIC IP SUMMER ACADEMY

Bocconi University / University of Alicante / Magister Lvcentinvs

5 – 9 September 2016

## **1- General objectives**

Bocconi University is organizing in September 2016 the Tenth edition of the Transatlantic Intellectual Property Summer Academy, jointly with the University of Alicante and the Magister Lvcentinvs. The topic of this tenth edition will be “*Intellectual Property, Hightech and International Trade*”. Conscious of the constant evolution of technology and of its growing importance for all economic sectors, through the interdisciplinary approach which has always characterized the TIPSA, this year’s Summer Academy will focus on the law, economics, business and operational practicalities of international intellectual property and international trade law regulation and its effects on new technologies.

Leading experts from universities, research centers, think tanks, intergovernmental organizations, law firms and businesses coming from both sides of the Atlantic will lecture on the challenges of new technologies and the solutions devised by intellectual property and trade law at the international and comparative level.

The horizontal teaching and constant contacts with IP operators will also allow a thorough discussion of the management of intellectual property rights, thanks also to real-life case studies directed by renowned experts in international IP and trade.

## **2- Date and venue:**

5– 9 September 2016; Alicante, University of Alicante and Magister Lvcentinvs, Spain

### **3- Organizers**

Bocconi University and the University of Alicante / Magister Lvcentinvs in cooperation with:

- The European Union Office for the Harmonisation of the Internal Market
- The European Patent Office: EPO Academy
- The University of Trento
- Case Western Reserve University School of Law (Cleveland, OH, USA)
- McGill University – Montreal (Quebec, Canada) (TBC)
- University of Western Ontario – Canada (TBC)
- CNRS (CECOJI - Paris, France)
- Italian Universities (University of Milan, Polytechnic University of Milan, Scuola Normale Pisa and Foggia University (TBC)
- Penn State University (USA) (TBC)
- The World Intellectual Property Organization (TBC)

### **4- Teaching language**

English only.

### **5- Access requisites**

- Graduate Degree in Law, Economics or Engineering OR
- Undergraduate Degree in Law OR
- The program is also open to Government officials, researchers and professionals working in TTOs.

## **6- Course contents**

- 30 hours teaching program;
- Visits to IP operators;
- Printed and online teaching material to each course participant.

## **8- Number of participants**

Limited to 20.

## **9- The Summer Academy is a residential program (except for webcasting) and includes:**

- Courses, seminars and visits to IP operators;
- Discounts for accommodation bookings;
- Printed and online teaching material to each course participant at University of Alicante and Magister Lvcentinvs.

In addition, for the period of the Summer Academy, participants will have full access to all University of Alicante and Magister Lvcentinvs facilities (Library, electronic resources and all premises).

## **10- E Helpdesk**

The [ipsummer@unibocconi.it](mailto:ipsummer@unibocconi.it) mailbox will provide guidance to participants or applicants. Course participants' E-Helpdesk and a tutorship phone desk will be set up from June 1, 2016 at until one week after the end of the course and will provide advice and guidance for inquiries relating to travel opportunities, early arrival and extended stay.

## **11- International Faculty**

As per standard practice, the inter-disciplinary International Faculty is constituted by Bocconi Professors and Professors /Department Directors/ Deans from each partner and cooperating institution, including Professors Roberto Caso - Trento, the University of Alicante, Craig Nard - Case Western Reserve University School of Law, Cleveland, OH, USA, the EPO Academy, the WIPO Development Cooperation Sector, etc

## **12- PROGRAM DETAILS**

Program contents include inter-disciplinary high-level teaching on intellectual property, high-tech and international trade (as per draft attached), with added value in each of the following fields:

- North American, European and International IP and Trade Law;
- North American, European and International IP and Trade Economics;
- North American, European and International IP as a tool for Researchers;
- North American, European and International IP and Trade Business operational models.

The full program will be uploaded on the web page of the Bocconi School of Law as soon as it will be available.

As a result of their attendance to the Bocconi Transatlantic Summer IP Academy 2016, participant lawyers, economists, scientists and engineers, as well as business specialists (at student or young professional level) are to:

- enhance, thanks to lectures by the best international IP specialists, their international knowledge in their own field of expertise

- better embrace intellectual property, high-tech and international trade globally, as a subject item at the crossroads between different stakeholders

For all lessons, a participatory and interactive teaching approach is chosen, involving trade and business case examples and studies, practical exercises and direct contact opportunities with IP operators and companies in a dynamic, horizontal and open work environment. In addition, free tutor assistance will be available to the participants, in order to ensure cohesion between the participants.

An optional daily recreational program is available in advance to participants and includes

- invitations to cultural activities
- free of charge social activities and activities at limited costs

### **13. Attendance certificates**

Attendance certificates are granted to participants. Universities giving credits to students for attendance establish their appropriate policies, in accordance with their own internal rules. *For any additional information, students will contact [ipsummer@unibocconi.it](mailto:ipsummer@unibocconi.it) and University of Alicante and Magister Lvcentinvs.*

The Bocconi University School of Law will request to “Consiglio Nazionale Forense (Italy)” that credits be granted to Italian Lawyers attending the 2016 edition of the Summer Academy (as this was the case for the 2015, 2014 and 2013 editions).

### **14. Fees**

Professionals as Students: 700

Students: 500

**X<sup>th</sup> Transatlantic Intellectual Property Summer Academy**

**Organized by Bocconi University (Milan, Italy),**

**University of Alicante and Magister Lvcentinvs**

**“Intellectual Property, Hightech and International Trade”**

**Monday 5 – Friday 9 September 2016**

**Monday 5 September 2016**

**A. IP PROTECTION, INTERNATIONAL TRADE AND NEW TECHNOLOGIES**

**9:00 – 9:30. Opening Ceremony**

- Opening Speech and Welcome Address

- Introduction to the Summer Academy 2016 Edition

9:30 - 10:15. - Intellectual Property and New Technologies: Past, Present and Future of a Strange Relationship

10:30 - 11:45. - The Law and Economics of International Trade in High Technology-Products and -Services

15:30 - 17:00. – International Regulation, Law and Technology: Friends or Foes?

17:00. Welcome gathering

**Tuesday, 6 September 2016**

**B. TECHNOLOGICAL ADVANCES AND INTELLECTUAL PROPERTY**

9:00 -11:30. European and American Patent Law at the Test of Technological Innovation

11:30-13:00. Cloud Computing between IP and IT Law

14:15 – 15:45. Comparing IP Management Practices Across Technological Sectors: Trends and Prospects

16:00 – 17:00. Intellectual Property and Innovation: Striking a Balance from an Economic Standpoint

17:30 - 18:30. Study Visit: Law Firm Specialized in Law and Technology (TBC)

**Wednesday, 7 September 2016**

**C. INTERNATIONAL TRADE LAW AND TECHNOLOGY**

9:00 -11:30. WIPO Treaties and the WTO TRIPS Agreement: What Relevance for Technology?

11:30-13:00. International Trade and Technology at the WTO Beyond the TRIPS Agreement: From GATS to TBT

14:15 – 15:45. The WTO Information Technology Agreement

16:00 – 17:00. Free Trade Agreements and Their Impact on Technology Regulation

**Thursday, 8 September 2016**

**D. TECHNOLOGY TRANSFER ACROSS COUNTRIES AND ACROSS COMPANIES**

9:00 - 10:30. Transferring Technology Across Countries: Technology Transfer Agreements

11:00 - 13:00. Successful Companies' Technology Transfers: An Analysis of Contractual Models and Best Practices

15:00 – 16:00. 'Technological' Litigations: Effective Strategies for Litigation in Technological 'Environments'

16:00 - 17.30. Case Study - Drafting a Technology Transfer Agreement



**Friday, 9 September 2016**

**E. INTERNATIONAL TRENDS AND FUTURE PROSPECTS FOR THE  
REGULATION OF TECHNOLOGY**

09:00 - 11:00. The Governance of the Internet: An Open Agenda

11:00 – 12:30. The Regulation of New Technologies at the International Level

Moderators from Magister Lvcentinvs and Bocconi University

12:30 - 13:00. Closing remarks: Law and Progress – What Relationship?

Wrap up + Certificates Granting Ceremony

**Evento accreditato dal Consiglio Nazionale Forense per 15 crediti  
formativi. (TBC)**