SUMMER SCHOOL

WIPO-U.S. Summer School on Intellectual Property

Organized by
the World Intellectual Property Organization (WIPO)

In cooperation with
the Center for Intellectual Property x Innovation Policy (C-IP²),
George Mason University, Antonin Scalia Law School

Hosted online from Arlington, Virginia, U.S.A. | June 6-10 & 13-17, 2022
WEEK 1: IP & INNOVATION INDUSTRIES
All regular classes will be held virtually over Zoom
All program times are in New York Eastern Daylight Time (EDT).

MONDAY, JUNE 6, 2022

MODULE I: INTRODUCTIONS AND OVERVIEW OF INTELLECTUAL PROPERTY

9:00 – 9:30 am  WIPO-U.S. Welcome, Introductions, & Program Overview
Speakers: Edward Kwakwa, Assistant Director General, Global Challenges and Partnerships Sector, WIPO
Joshua Kresh, Managing Director, C-IP²
Prof. Sean O’Connor, Faculty Director, C-IP², George Mason University, Antonin Scalia Law School
Kristina Pietro, Director of Operations & Events, C-IP²

9:30 – 10:15 am Student Introductions

10:15 – 11:30 am Session 1: Overview and Economics of Intellectual Property
Speaker: Prof. Jonathan Barnett, University of Southern California, Gould School of Law

11:30 am – 12:45 pm Long Lunch Break – refer to the “Course Handbook” doc for the Zoom hangout link

12:45 – 2:15 pm Session 2: Panel: The Role of IP Institutions in the Global IP System
Panelists Joe Bradley, WIPO
Jimmy Mauldin, U.S. Department of State
Aurelia Schultz, Office of Policy and International Affairs, U.S. Copyright Office
Andrew (Andy) Toole, PhD, U.S. Patent and Trademark Office
Moderator: Joshua Kresh, C-IP²

2:15 – 2:35 pm Short Break

2:35 – 3:50 pm Session 3: The Different Kinds of Property in Intellectual Property
Speaker: Prof. Sean O’Connor, C-IP², George Mason University, Antonin Scalia Law School

3:50 – 4:05 pm Complete Today’s Day 1 Evaluations via SurveyMonkey Link:
https://www.surveymonkey.com/r/day1wipoc-ip2
TUESDAY, JUNE 7, 2022

MODULE II: PATENTS

9:00 – 10:15 am Session 4: Fundamentals of U.S. Patent Law

Speaker: Prof. Kristen Jakobsen Osenga, University of Richmond School of Law

10:15 – 10:30 am Short Break

10:30 – 11:45 am Session 5: Establishing Rights: U.S. Patent Prosecution

Speaker: Prof. Dale Lazar, George Mason University, Antonin Scalia Law School

11:45 am – 1:00 pm Long Lunch Break – refer to the “Course Handbook” doc for the Zoom hangout link

1:00 – 2:15 pm Session 6: Enforcing Rights: U.S. Patent Litigation

Speakers: The Hon. Judge Susan Braden (Ret.)
Joshua Kresh, C-IP²

2:15 – 2:35 pm Short Break

2:35 – 4:05 pm Session 7: Panel: Patents in the Innovation Industries

Panelists: John Kolakowski, Nokia
David Korn, PhRMA
Urška Petrovčič, Qualcomm
Hans Sauer, BIO

Moderator: Prof. Sean O’Connor, C-IP², George Mason University, Antonin Scalia Law School

4:05 – 4:20 pm Complete Today’s Day 2 Evaluations via SurveyMonkey Link:
https://www.surveymonkey.com/r/day2wipoc-ip2

WEDNESDAY, JUNE 8, 2022

MODULE II PATENTS (cont’d)

9:00 – 10:15 am Session 8: The Real-World Value of Patents

Speaker: Theresa M. Weisenberger, BakerHostetler

10:15 – 10:30 am Short Break
10:30 – 11:45 am  
**Session 9: Monetizing Patents through Licensing**  
Speaker: Larry Horn, MPEG LA

11:45 am – 1:00 pm  
Long Lunch Break – *refer to the “Course Handbook” doc for the Zoom hangout link*

1:00 – 2:15 pm  
**Session 10: Design Patents**  
Speaker: Chris Katopis, ABA, IPL Copyright Committee

2:15 – 2:35 pm  
Short Break

2:35 – 3:50 pm  
Prof. Sean O’Connor, C-IP², George Mason University, Antonin Scalia Law School

3:50 – 4:05 pm  
Complete Today’s Day 3 Evaluations via SurveyMonkey Link: [https://www.surveymonkey.com/r/day3wipoc-ip2](https://www.surveymonkey.com/r/day3wipoc-ip2)

**THURSDAY, JUNE 9, 2022**

**MODULE III: SPECIAL INNOVATION LAW**

9:00 – 10:15 am  
Speaker: Matthew Bryan, WIPO

10:15 – 10:30 am  
Short Break

10:30 – 11:45 am  
**Session 13: IP Issues in Life Sciences R&D and Commercialization**  
Speaker: Prof. Emily Michiko Morris, Akron Law

11:45 am – 1:00 pm  
Long Lunch Break – *refer to the “Course Handbook” doc for the Zoom hangout link*

1:00 – 2:15 pm  
**Session 14: IP Valuation and Management**  
Speaker: Damon Matteo, CEO, Fulcrum Strategy

2:15 – 2:35 pm  
Short Break

2:35 – 4:05 pm  
**Session 15: Simulation Exercise: Transfer of Technology and Licensing**
FRIDAY, JUNE 10, 2022

MODULE IV: TOPICS TRADE SECRETS

9:00 – 10:15 am  Session 16: Fundamentals of Trade Secrets
   Speaker:  Prof. Mark Schultz, University of Akron School of Law

10:15 – 10:30 am  Short Break

10:30 – 11:45 am  Session 17: Real World Value of Trade Secrets in a Global Innovation Economy
   Speaker:  Prof. Mark Schultz, University of Akron School of Law

11:45 am – 1:00 pm  Long Lunch Break – refer to the “Course Handbook” doc for the Zoom hangout link

1:00 – 2:30 pm  Session 18: Simulation Exercise: Best Practices for Protecting Trade Secrets
   Speaker:  Prof. Mark Schultz, University of Akron School of Law

2:30 – 2:50 pm  Short Break

2:50 – 4:20 pm  Session 19: Panel: Trade Secrets in Global Business
   Panelists:  James (Jim) Pooley, James Pooley, PLC (former Deputy Director General, WIPO)
     Richard (Dick) Thurston, RLT Global Consulting LLC
     Debra Waggoner, Corning Incorporated
     Richard V. Wells, Baker McKenzie
   Moderator: Prof. Mark Schultz, University of Akron School of Law

4:20 – 4:35 pm  Complete Today’s Day 5 Evaluations via SurveyMonkey Link:
   https://www.surveymonkey.com/r/day5wipoc-ip2
WEEK 2: IP AND CREATIVE INDUSTRIES
All regular classes will be held virtually over Zoom
All program times are in New York Eastern Daylight Time (EDT).

MONDAY, JUNE 13, 2022

MODULE V: COPYRIGHT

9:00 – 10:15 am  Session 20: Fundamentals of Copyright

Speaker: Prof. Sandra Aistars, George Mason University, Antonin Scalia Law School; Senior Fellow for Copyright Research and Policy & Senior Scholar, C-IP2

10:15 – 10:30 am  Short Break

10:30 – 11:45 am  Session 21: Securing & Using Copyright Protection Globally

Speaker: Prof. Eric Priest, University of Oregon Law School

11:45 am – 1:15 pm  Long Lunch Break and Overview of the LLM Program at Scalia Law

*Please note this session is not mandatory.
*Brian’s presentation will begin around 12:00 pm EDT

Speaker: Brian Benison, Director of Graduate Admissions, Antonin Scalia Law School

1:15 – 2:30 pm  Session 22: Copyright in the Digital World

Speaker: Steve Tepp, Sentinel Worldwide

2:30 – 2:50 pm  Short Break

2:50 – 4:20 pm  Session 23: Panel: Copyright in the Creative Industries

Panelists: Troy Dow, Disney
David Lowery, Songwriter & Artist
Karen Marangi, RELX
Danny Marti, Tencent
Jessie Richard, Recording Industry Association of America

Moderator: Prof. Sandra Aistars, George Mason University, Antonin Scalia Law School; C-IP2

4:20 – 4:30 pm  Complete Today’s Day 6 Evaluations via SurveyMonkey Link:
https://www.surveymonkey.com/r/day6wipoc-ip2
Tuesday, June 14, 2022

MODULE V: COPYRIGHT (cont’d)

9:00 – 10:15 am  Session 24: An IP Social Justice Perspective on Copyright Protection for AI Implementations
  Speaker: Prof. Steven Jamar, Howard University School of Law, Institute for Intellectual Property and Social Justice (IIPSJ)

10:15 – 10:30 am  Short Break

10:30 – 11:45 am  Session 25: Case Study: Bringing Traditional Knowledge to Global Markets for the Benefit of Local Communities
  Speaker: Prof. Lateef Mtima, Howard University School of Law, Institute for Intellectual Property and Social Justice (IIPSJ)

11:45 am – 1:00 pm  Long Lunch Break – refer to the “Course Handbook” doc for the Zoom hangout link

1:00 – 2:15 pm  Session 26: Copyright Developments Outside the United States
  Speakers: Kimberly Isbell, U.S. Copyright Office
           Molly Stech, U.S. Patent & Trademark Office

2:15 – 2:35 pm  Short Break

2:35 – 3:50 pm  Session 27: Fireside Chat: Suzanne Wilson, General Counsel and Associate Register of Copyrights, U.S. Copyright Office
  Prof. Sandra Aistars, George Mason University, Antonin Scalia Law School; C-IP²

3:50 – 4:05 pm  Complete Today’s Day 7 Evaluations via SurveyMonkey Link:
  https://www.surveymonkey.com/r/day7wipoc-ip2

WEDNESDAY, JUNE 15, 2022

MODULE VI: TRADEMARKS

9:00 – 10:15 am  Session 28: Overview & Fundamentals of Trademarks
  Speaker: Prof. Amanda Compton, George Mason University, Antonin Scalia Law School

10:15 - 10:30 am  Short Break

10:30 – 11:45 am  Session 29: Real-World Value in Commercial Goodwill
Innovation systems vary around the world, with different mixes of government and private funding, approaches to technology transfer, and opportunities for startups and independent inventors. The US innovation system has responded historically to periods of high tariffs, international conflict, and inflation with restrictions on patenting and direct government involvement in the economy, and to periods of stability and international trade with intellectual property reforms and incentives for technology commercialization. As countries around the world retrench to an era of higher tariffs, rising inflation, reduced globalization, and increased techno-nationalism, how will the US innovation system respond? Will successful or failed approaches from the past return? How can key elements of the innovation system—science-based industries, universities, government labs, the IP system, and entrepreneurial communities—respond to the significant changes happening at present?

Opening historical perspective: Arthur Daemmrich, Director, Lemelson Center for the Study of Invention and Innovation, Smithsonian’s National Museum of American History

Panelists: Jonathan Barnett, Senior Fellow for Innovation Policy, C-IP², and Professor of Law, University of Southern California, Gould School of Law
Dedric Carter, Vice Chancellor for Innovation and Chief Commercialization Officer, Washington University in St. Louis
Valencia Martin Wallace, Deputy Commissioner for Patents, United States Patent and Trademark Office (USPTO)

Moderator: Prof. Sean O’Connor, C-IP², George Mason University, Antonin Scalia Law School

Thursday, June 16, 2022

MODULE VI: TRADEMARKS (cont’d)

9:00 – 10:30 am Session 31: Simulation Exercise: Protecting Brands in a Modern Economy
Speaker: Prof. Amanda Compton, George Mason University, Antonin Scalia Law School

10:30 – 10:45 am Short Break
MODULE VII: SPECIAL TOPICS IN CREATIVE INDUSTRIES

10:45 am – 12:00 pm  Session 32: Intellectual Property Legislation

Speakers:  Bradley J. Watts, Sen. Tom Tillis
           Philip Warrick, Irell & Manella LLP

12:00 – 1:15 pm  Long Lunch Break – refer to the “Course Handbook” doc for the Zoom hangout link

1:15 – 2:30 pm  Session 33: Counterfeiting & International Enforcement

Speaker:  Patrick Kilbride, Global Innovation Policy Center | U.S. Chamber of Commerce

2:30 – 2:50 pm  Short Break

2:50 – 4:05 pm  Session 34: IP and Media Issues in Video Games

Speaker:  Ben Golant, Tencent America

4:05 – 4:20 pm  Complete Today’s Day 9 Evaluations via SurveyMonkey Link: https://www.surveymonkey.com/r/day9wipoc-ip2

Friday, June 17, 2022

MODULE VII: SPECIAL TOPICS IN CREATIVE INDUSTRIES (cont’d)

9:00 – 10:15 am  Session 35: IP & Competition Policy

Speaker:  Prof. John Yun, Global Antitrust Institute, George Mason University
           Antonin Scalia Law School

10:15 – 10:30 am  Short Break

CAPSTONE SUMMARY, CERTIFICATES, AND CONCLUSION

10:30 – 11:30 am  Session 36: IP Office Hours for Patents, Trade Secrets, Copyrights, and Trademarks

Speakers:  Prof. Sandra Aistars, George Mason University, Antonin Scalia Law School; Senior Fellow for Copyright Research and Policy & Senior Scholar, C-IP²
           Joshua Kresh, Managing Director, C-IP²
           Prof. Sean O’Connor, Faculty Director, C-IP², George Mason University, Antonin Scalia Law School

11:30 – 11:50 am  Short Break
11:50 am – 12:50 pm  Concluding Event & Closing Remarks

Speakers:  Joshua Kresh, Managing Director, C-IP²
Prof. Sean O’Connor, Faculty Director, C-IP², George Mason University, Antonin Scalia Law School
Maria Stella Ntamark, WIPO Academy

12:50 – 1:15 pm  Complete Today’s Day 10 Evaluations:
https://www.surveymonkey.com/r/day10wipoc-ip2

Complete the Important Final WIPO-U.S. Program Evaluation:
https://www.surveymonkey.com/r/finalwipoc-ip2

1:15 pm  Program Concludes

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C-IP² would like to thank the following speakers for donating their time to teach at the 2022 WIPO-U.S. Summer School on Intellectual Property:

The Hon. Judge Susan Braden (Ret.)
Joe Bradley, WIPO
Matthew (Matt) Bryan, WIPO
Dedric Carter, Washington University in St. Louis
Arthur Daemmrich, Lemelson SI
Troy Dow, Disney
Ben Golant, Tencent America
Larry Horn, MPEG LA
Kimberly (Kim) Isbell, U.S. Copyright Office
Patrick Kilbride, Global Innovation Policy Center
John Kolakowski, Nokia
David Korn, PhRMA
Karen Marangi, RELX
Daniel (Danny) Marti, Tencent
Damon Matteo, Fulcrum Strategy
Jimmy Mauldin, U.S. State Department
The Hon. Judge Paul Michel (Ret.)
Urška Petrovčič, Qualcomm
James (Jim) Pooley, PLC
Jessica (Jessie) Richard, RIAA
Hans Sauer, BIO
Aurelia Schultz, U.S. Copyright Office
Molly Stech, U.S. Patent and Trademark Office
Steve Tepp, Sentinel Worldwide
Richard (Dick) Thurston, RLT Global Consulting LLC
Andrew (Andy) Toole, U.S. Patent and Trademark Office
Debra Waggoner, Corning Inc.
Valencia Martin Wallace, U.S. Patent and Trademark Office
Philip (Phil) Warrick, Irell & Manella LLP
Bradley (Brad) J. Watts, Sen. Tom Tillis
Theresa Weisenberger, BakerHostetler
Richard V. Wells, Baker McKenzie
Suzanne (Suzy) Wilson, U.S. Copyright Office