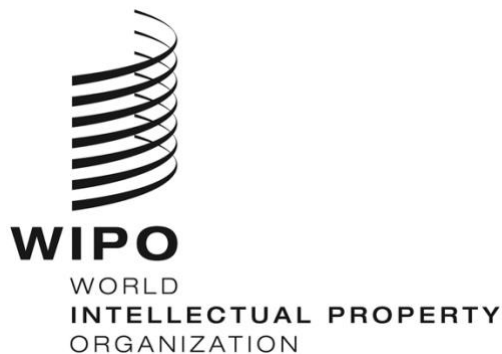




Center for
Intellectual
Property x
Innovation
Policy



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

In partnership with
the United States Intellectual Property Alliance (USIPA)

Hosted online from Arlington, Virginia, U.S.A. | June 3-7 & 10-14, 2024

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 3, 2024

WELCOME & INTRODUCTIONS

9:00 – 9:20 am

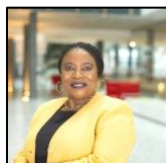
WIPO-U.S. Welcome, Introductions, & Program Overview

Speakers:

Martha Chikowore, WIPO ([bio](#))

Joshua Kresh, Interim Executive Director, C-IP² ([bio](#))

Kristina Pietro, Director of Operations & Events, C-IP² ([bio](#))



9:20 – 10:00 am

Student Introductions

MODULE I: OVERVIEW OF INTELLECTUAL PROPERTY

10:00 – 11:15 am

Session 1: Overview and Economics of Intellectual Property

Speaker:

Prof. Jonathan Barnett, University of Southern California, Gould School of Law ([bio](#))



Session Description: This session will give a brief overview of the law and economics of patents. It will cover the value of patents and why they matter for companies across different technological areas.

11:15 am – 12:15 pm

Long Lunch Break – *the main Zoom link will remain open for students to network*

12:15 – 1:45 pm

Session 2: Panel: The Role of IP Institutions in the Global IP System

Panelists:

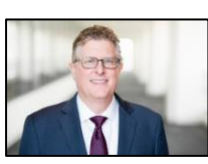
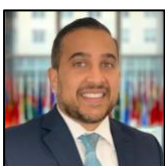
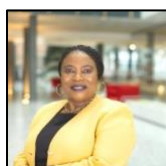
Martha Chikowore, WIPO ([bio](#))

Tarek Fahmy, U.S. Department of State ([bio](#))

Emily Lanza, Office of Policy and International Affairs, U.S. Copyright Office ([bio](#))

Andrew A. Toole, PhD, U.S. Patent and Trademark Office ([bio](#))

Moderator: Joshua Kresh, C-IP² ([bio](#))



Panel Description: This panel will discuss the key players in the global IP system. Panelists will consider the role of key stakeholders, including national IP offices and other governmental agencies, WIPO, the WTO, various multilateral organizations, and NGOs. The panel will consider past accomplishments and remaining challenges for these institutions to foster a vibrant and reliable global intellectual property system.

1:45 – 2:00 pm

Short Break

2:00 – 3:15 pm

Session 3: Fundamentals of U.S. Patent Law

Speaker:

Prof. Kristen Jakobsen Osenga,

University of Richmond School of Law ([bio](#))



Session Description: This session will provide an overview of main elements of patent law. It can and should cover key cases, but we have separate sessions on prosecution and litigation, so it will not cover cases that are specific to those areas.

3:15 – 3:30 pm Complete Today's Required Day 1 Evaluations:
[to be added](#)

TUESDAY, JUNE 4, 2024

MODULE II: PATENTS

9:00 – 10:15 am Session 4: Establishing Rights: U.S. Patent Prosecution
Speaker: Prof. Dale Lazar, George Mason University,
Antonin Scalia Law School ([bio](#))



Session Description: This session will focus on U.S. patent prosecution. It will focus on cases relevant to patent prosecution (drafting patent applications and responding to actions from the USPTO).

10:15 – 10:30 am Short Break

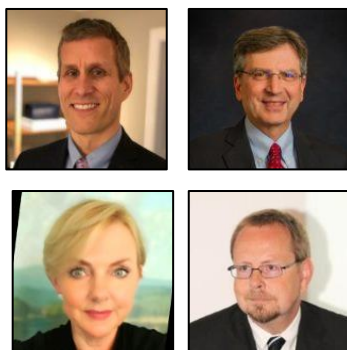
10:30 – 11:45 am Session 5: Enforcing Rights: U.S. Patent Litigation
Speakers: The Hon. Judge Susan Braden (Ret.) ([bio](#))
Joshua Kresh, C-IP² ([bio](#))



Session Description: This session will go through stages of patent litigation. It will focus on the steps involved in patent litigation, from both the plaintiff and defendant, with practice tips from a litigator, and a judge's point of view.

11:45 am – 12:45 pm Long Lunch Break – *the main Zoom link will remain open for students to network*

12:45 – 2:15 pm Session 6: Panel: Patents in the Innovation Industries
Panelists: John Kolakowski, Nokia ([bio](#))
David Korn, PhRMA ([bio](#))
Laurie Self, Qualcomm ([bio](#))
Hans Sauer, BIO ([bio](#))
Moderator: Joshua Kresh, C-IP² ([bio](#))



Panel Description: This panel of innovators and representatives from firms in the innovation industries will discuss the key role of patents in promoting, securing, and facilitating innovative products and services sold to consumers around the globe. Panelists will detail their work in cutting-edge sectors of the innovation economy, such as in the high-tech and bio-pharmaceutical industries. They will also discuss the challenges they face in securing legal protection in the marketplace and in defending themselves against infringement. The panel will highlight how secure and effective patent rights are essential to investing in

research and development and how uncertainties in patent law are threatening future innovation.

2:15 – 2:30 pm Short Break

2:30 – 4:00 pm Session 7: Simulation Exercise: Patent Litigation
Speaker: Naveen Modi, Paul Hastings ([bio](#))



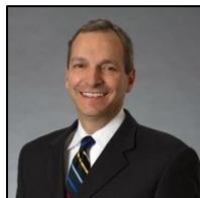
Session Description: This session will offer a real-world experience of U.S. patent litigation to help students understand the process. Students will break into teams and work on a proposed patent litigation project, with time for teams to present and respond to each other and to feedback from an experienced litigator.

4:00 – 4:15 pm Complete Today's Required Day 2 Evaluations:
[to be added](#)

WEDNESDAY, JUNE 5, 2024

MODULE II: PATENTS (cont'd)

9:00 – 10:15 am Session 8: The Real-World Value of Patents
Speaker: Christopher M. Arena, BakerHostetler ([bio](#))



Session Description: This session will focus on the real-world value of patents across different industries, why companies should (or should not) consider patents, and where patents are considered most and least valuable. In the United States, certain inventions are easier to patent, and some patents are easier to challenge. This session will go over considerations companies should make as to where to focus efforts on patents.

10:15 – 10:30 am Short Break

10:30 – 11:45 am Session 9: Monetizing Patents through Licensing
Speaker: John Dubiansky, Dolby ([bio](#))



Session Description: There are multiple ways that a company can obtain value through Patents. This session will focus on patent licensing and its relevance for the economy.

11:45 am – 12:45 pm Long Lunch Break – *the main Zoom link will remain open for students to network*

12:45 – 2:00 pm

Session 10: Design Patents

Speaker: Chris Katopis, ABA, IPL Copyright Committee ([bio](#))



Session Description: This panel will cover U.S. design patents.

2:00 – 2:15 pm

Short Break

2:15 – 3:30 pm

Session 11: Fireside Chat

Speakers: The Hon. Paul R. Michel (Former Chief Judge) ([bio](#))

Joshua Kresh, C-IP² ([bio](#))



Session Description: *TBA*

3:30 – 3:45 pm

Complete Today's Required Day 3 Evaluations:
[to be added](#)

THURSDAY, JUNE 6, 2024

MODULE II: PATENTS (cont'd)

9:00 – 10:15 am

Session 12: The Patent Cooperation Treaty (PCT): Tool for Global Patent Prosecution

Speaker: Matthew Bryan, WIPO ([bio](#))



Session Description: This session will review the Patent Cooperation Treaty (PCT), which assists applicants in seeking patent protection internationally for their inventions, helps patent offices with their patent granting decisions, and facilitates public access to a wealth of technical information relating to those inventions. By filing one international patent application under the PCT, applicants can simultaneously seek protection for an invention in many countries.

10:15 – 10:30 am

Short Break

MODULE III: SPECIAL INNOVATION LAW

10:30 – 11:45 am

Session 13: IP Issues in Life Sciences R&D and Commercialization

Speaker: Prof. Emily Michiko Morris, Akron Law ([bio](#))



Session Description: This panel will focus on intellectual property issues in the field of life sciences. Patents, regulatory exclusivities, trade secrets, and other areas may also be discussed. The focus will be on how major areas of patent law

are applied in life sciences, with a discussion of patent eligibility, enablement, and written description, along with specific considerations for trade secrets and regulatory exclusivities that can provide protection to life sciences innovation.

11:45 am – 12:15 pm Short Lunch Break – *the main Zoom link will remain open for students to network*

12:15 – 1:45 pm Session 14: Simulation Exercise: Transfer of Technology and Licensing

Speaker: David Grossman, Office of Technology Transfer,
George Mason University ([bio](#))



Session Description: This session will go over technology transfer and how universities work with companies to bring inventions to market. It will provide an opportunity for students to think about how a university might consider which inventions to promote, how to pick companies to work with, and how to structure deals to benefit the university, the public, and the company they are working with.

1:45 – 2:00 pm Short Break

MODULE IV: TRADE SECRETS

2:00 – 3:15 pm Session 15: Fundamentals of Trade Secrets

Speaker: Prof. Mark Schultz, University of Akron School of Law ([bio](#))



Session Description: This session will introduce trade secrets and provide the fundamentals of this area of the law. Trade secrets are different from other IP rights in that they are not registered with the government, and they can be indefinite so long as they are kept secret. This session will introduce the law, what can be covered by a trade secret, and what is required to protect one.

3:15 – 3:30 pm Complete Today's Required 4 Evaluations:
[to be added](#)

FRIDAY, JUNE 7, 2024

MODULE IV: TRADE SECRETS (cont.).

9:00 – 10:15 am Session 16: Real-World Value of Trade Secrets in a Global Innovation Economy

Speaker: Prof. Mark Schultz, University of Akron School of Law ([bio](#))



Session Description: This session will focus on the value of trade secrets, both to the companies who keep them and to the economy overall, what can a company do with a trade secret, and why might a company want a trade secret versus a patent.

10:15 – 10:30 am Short Break

10:30 am – 12:00 pm Session 17: Simulation Exercise: Best Practices for Protecting Trade Secrets
Speaker: Prof. Mark Schultz, University of Akron School of Law ([bio](#))



Session Description: This session will provide an opportunity for students to use what they have learned in the prior sessions to act as a trade secret attorney and think about a problem that such an attorney might work on.

12:00 – 1:00 pm Long Lunch Break – *the main Zoom link will remain open for students to network*

1:00 – 2:30 pm Session 18: Panel: Trade Secrets in Global Business

Panelists: Kerri Braun, Cisco ([bio](#))
Victoria (Vicki) Cundiff, University of Pennsylvania Carey Law School ([bio](#))
Dean Harts, 3M ([bio](#))
James (Jim) Pooley, James Pooley, PLC (former Deputy Director General, WIPO) ([bio](#))

Moderator: Prof. Mark Schultz, University of Akron School of Law ([bio](#))

Panel Description: The panel will discuss the role of trade secrets in promoting and securing new technological and commercial innovation in the global economy. Industry representatives will discuss the key role that trade secrets serve in their companies' operations and how effective protection is essential to flourishing societies and economic growth. The panel will explore recent developments in U.S. domestic (DTSA) and international trade secret law and discuss the challenges that must be overcome to develop shared standards and build a secure global trade secret protection network.



2:30 – 2:45 pm Complete Today's Required Day 5 Evaluations:
[to be added](#)

WEEK 2: IP AND CREATIVE INDUSTRIES

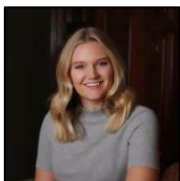
All regular classes will be held virtually over Zoom

All program times are in New York Eastern Daylight Time (EDT)

MONDAY, JUNE 10, 2024

MODULE V: TRADEMARKS

9:00 – 10:15 am Session 19: Overview of Trademarks
Speaker: Olivia Muller, Erik M. Pelton & Associates, PLLC ([bio](#))



Session Description: This session will provide an overview of trademark law, what a trademark is, how to get one, and how to protect one.

10:15 – 10:30 am Short Break

10:30 – 11:45 am



Session 20: Real-World Value of Commercial Goodwill

Speaker: Olivia Muller, Erik M. Pelton & Associates, PLLC ([bio](#))

Session Description: This session will focus on the value that trademarks can create for their holders and why individuals or companies should file for trademarks.

11:45 am – 12:45 pm Long Lunch Break – *the main Zoom link will remain open for students to network*

12:45 – 2:15 pm



Session 21: Simulation Exercise: Protecting Brands in a Modern Economy

Speaker: Olivia Muller, Erik M. Pelton & Associates, PLLC ([bio](#))

Session Description: This session will provide an opportunity for students to use what they have learned in the earlier trademark sessions to act as in-house counsel for a company with a trademark issue.

2:15 – 2:30 pm

Short Break

2:30 – 3:45 pm



Session 22: Trademark Fireside Chat

Speakers: John Maltbie, Louis Vuitton North America, Inc.

Prof. Alexandra Roberts, Northeastern University School of Law and College of Arts, Media and Design ([bio](#))

Session Description: *TBA*

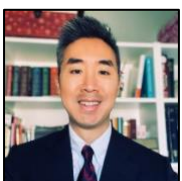
3:45 – 4:00 pm

Complete Today's Required Day 6 Evaluations:
[to be added](#)

Tuesday, June 11, 2024

MODULE VI: SPECIAL TOPICS IN CREATIVE INDUSTRIES PART 1

9:00 – 10:15 am



Session 23: IP, Antitrust, & Competition Policy

Speaker: Prof. John M. Yun, Global Antitrust Institute, George Mason University Antonin Scalia Law School ([bio](#))

Session Description: This session will serve as an introduction to U.S. antitrust law and competition policy, with a particular focus on areas where antitrust and IP intersect.

10:15 – 10:30 am Short Break

10:30 – 11:45 am

Session 24: Intellectual Property Legislation

Speakers: Philip Warrick, Irell & Manella ([bio](#))

Bradley J. Watts, Global Innovation Policy Center | U.S. Chamber of Commerce ([bio](#))



Session Description: Former legislative staffers will discuss pending IP legislation, as well as the legislative process in the United States.

11:45 am – 1:00 pm

Long Lunch Break – *the main Zoom link will remain open for students to network*

1:00 – 2:30 pm

Session 25: C-IP², ASU Consortium for Science, Policy & Outcomes and Smithsonian Lemelson Center for the Study of Invention and Innovation Panel

Panelists: Arthur Daemrich, ASU CSPO ([bio](#))

David Kappos, Cravath, Swaine & Moore LLP ([bio](#))

Moderator:

Panel Description: Technology moves quickly, while the legal system takes time to update. Throughout history, there have been technological advances that have challenged the legal system of the time and required adaptations. This panel will look at several key points in history—such as the printing press, the telegraph, Chakrabarty, copyright, and patent software—to review what lessons were learned and consider how to apply those lessons to current innovations including artificial intelligence.

Registration: [to be added](#)

2:30 – 2:45 pm

Short Break

2:45 – 3:30 pm

Overview of the Graduate Admissions and International Initiatives at Scalia Law
Please note this session is not mandatory or counted toward credit.

Speaker: Brian J. Benison, George Mason University,
Antonin Scalia Law School ([bio](#))



Description: Brian J. Benison is the Director of Graduate Admissions and International Initiatives for the residential and online Master of Laws (LLM) programs, as well as the Juris Masters (JM) program. He has over ten years of experience in international education. He will give a presentation and answer questions about graduate admissions and international initiatives at Scalia Law.

3:30 – 3:45 pm

Complete Today's Required Day 7 Evaluations:
[To be added](#)

WEDNESDAY, JUNE 12, 2024

MODULE VII: COPYRIGHTS

9:00 – 10:15 am

Session 26: 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 ([bio](#))

Session Description: This session will introduce U.S. copyright law, including what is copyrightable and what acts infringe a copyright.

10:15 – 10:30 am

Short Break

10:30 – 11:45 am

Session 27: Securing & Using Copyright Protection Globally



Speaker: Eric Priest, University of Oregon Law School ([bio](#))

Session Description: *TBA*

11:45 am – 12:45 pm Long Lunch Break – *the main Zoom link will remain open for students to network*



12:45 – 2:00 pm

Session 28: Copyright in the Digital World

Speaker: Chris Newman, George Mason University, Antonin Scalia Law School ([bio](#))

Session Description: *TBA*

2:00 – 2:15 pm

Short Break

2:15 – 3:45 pm

Session 29: Panel: Copyright in the Creative Industries

Panelists: Troy Dow, The Walt Disney Company ([bio](#))
Dr. David Lowery, Songwriter & Artist ([bio](#))
Karen Marangi, RELX Group ([bio](#))
Jessica Richard, Recording Industry Association of America ([bio](#))

Moderator: Prof. Sandra Aistars, George Mason University, Antonin Scalia Law School; C-IP² ([bio](#))

Panel Description: This panel of creators and representatives from the creative industries will discuss copyright's key role in promoting the creation and distribution of movies, music, books, and all the other creative works that enrich our lives. Panelists will also discuss the challenges they face in



protecting their copyrighted works against pervasive infringement. The panel will highlight how secure and effective property rights in creative works are essential to encouraging a vibrant and flourishing creative economy.

3:45 – 4:00 pm

Complete Today's Required Day 8 Evaluations:
[to be added](#)

Thursday, June 13, 2024

MODULE VII: SPECIAL TOPICS IN CREATIVE INDUSTRIES PART 2

9:00 – 10:15 am

Session 30: An IP Social Justice Perspective on Copyright Protection for AI Implementations
Speaker: *TBA*

Session Description: This session will focus on IP and social justice issues with current AI systems including Large Language Models (LLMs).

10:15 – 10:30 am

Short Break

10:30 – 11:45 am

Session 31: 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) ([bio](#))



Session Description: This session will focus on traditional knowledge, what protections are available, and how IP can benefit local communities.

11:45 am – 12:45 pm

Long Lunch Break – *the main Zoom link will remain open for students to network*

12:45 – 2:00 pm

Session 32: Copyright Developments Outside the United States

Speakers: Maria Strong, U.S. Copyright Office ([bio](#))
Ann Chaitovitz, U.S. Patent & Trademark Office ([bio](#))



Session Description: This session will focus on recent copyright updates from outside the United States.

2:00 – 2:15 pm

Short Break

2:15 – 3:30 pm

Session 33: Fireside Chat:

Speakers: Sharon Israel, U.S. Patent & Trademark Office ([bio](#))
Prof. Sandra Aistars, George Mason University,
Antonin Scalia Law School; C-IP² ([bio](#))



Session Description: *TBA*

3:30 – 3:45 pm

Complete Today's Required Day 9 Evaluations:
[to be added](#)

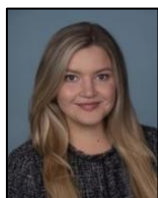
Friday, June 14, 2024

MODULE VII: SPECIAL TOPICS IN CREATIVE INDUSTRIES PART 2 (cont'd)

9:00 – 10:15 am

Session 34: Counterfeiting & International Enforcement

Speaker: Sydney Redden, Global Innovation Policy Center | U.S.
Chamber of Commerce ([bio](#))



Session Description: *TBA*

10:15 – 10:30 am

Short Break

10:30 – 11:45 am

Session 35: IP and Media Issues in Video Games

Speaker: Ben Golant, Tencent America ([bio](#))



Session Description: This session will focus on IP and media issues particular to video games.

CAPSTONE SUMMARY, CERTIFICATES, AND CONCLUSION

11:45 am – 12:45 pm Session 36 (Extra Credit): IP Office Hours

Speakers: Prof. Sandra Aistars, C-IP², Scalia Law ([bio](#))
Joshua Kresh, C-IP² ([bio](#))
Prof. Emily Michiko Morris, Akron Law ([bio](#))
Prof. Kristen Osenga, Richmond Law ([bio](#))



Session Description: This session is for extra credit and will count as a make up for certificate attendance purposes. It will be an open session with a chance for students to ask questions of several faculty members. Students should feel free to ask anything of interest that they think we may be able to answer.

12:45 – 1:00 pm

Concluding Event & Closing Remarks



Speakers: Joshua Kresh, Interim Executive Director, C-IP² ([bio](#))
Mrs. Maria-Stella Ntamark, WIPO Academy ([bio](#))

1:00 – 1:15 pm

Complete Today's Required Day 10 Evaluations:
[to be added](#)

Complete the Important Final WIPO-U.S. Program Evaluation:
[to be added](#)

1:15 pm

Program Concludes

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C-IP² would like to thank the following speakers for donating their time to teach and speak at the 2024 WIPO-U.S. Summer School on Intellectual Property:

Christopher M. Arena, *Partner*, Baker & Hostetler LLP

The Hon. Susan G. Braden, *Judge (Retired)*, U.S. Court of Federal Claims; *Jurist in Residence*, C-IP²

Kerri Braun, *Senior Corporate Counsel, Trade Secret and Copyright*, Cisco

Matthew Bryan, *Director, Patent Cooperation Treaty (PCT) Legal and User Relations Division*, WIPO

Ann Chaitovitz, *Copyright Attorney-Advisor*, U.S. Patent & Trademark Office (USPTO)

Martha Chikowore, *Acting Head, Academic Institutions and Executive Program*, WIPO

Victoria A. Cundiff, *Chair Working Group 12, Trade Secrets*, The Sedona Conference;
Visiting Lecturer in Law, Yale Law School

Arthur Daemmrich, *Director*, Arizona State University Consortium for Science,
Policy and Outcomes (CSPO); *Professor of Practice (FSC)*,
School for the Future of Innovation in Society

Troy Dow, *Vice President & Counsel, Government Relations and
IP Legal Policy & Strategy*, The Walt Disney Company

John Dubiansky, *Senior Director, Intellectual Property and Standards Policy*, Dolby Laboratories

Tarek Fahmy, *Director, Office of Intellectual Property Enforcement*, U.S. Department of State

Ben Golant, *Senior Director for Global Games Policy*, Tencent America

Dean Harts, *Vice President, Assoc. General Counsel Data Protection and Info Governance*, 3M

Sharon Israel, *Chief Policy Officer and Director for International Affairs*,
U.S. Patent and Trademark Office (USPTO)

David J. Kappos, *Partner*, Cravath, Swaine & Moore LLP

John Kolakowski, *Director, Licensing, Nokia Technologies*

David Korn, *Vice President, Intellectual Property and Law, PhRMA*

Emily Lanza, *Senior Counsel, U.S. Copyright Office, Office of Policy & International Affairs*

John Maltbie, *Director of Civil Enforcement, Intellectual Property, Louis Vuitton North America, Inc.*

Karen Marangi, *Director, Federal Government Affairs & Head of US IP Policy, RELX Group*

The Hon. Paul R. Michel, *Former Chief Judge, U.S. Court of Appeals for the Federal Circuit*

Naveen Modi, *Global Co-Chair of Intellectual Property and Partner, Paul Hastings*

Olivia Muller, *Managing Attorney, Erik M. Pelton & Associates, PLLC*

James Pooley, *Trade Secret Expert, James Pooley, PLC*

Sydney Redden, *Senior Manager, IP Enforcement,*

U.S. Chamber of Commerce's Global Innovation Policy Center (GIPC)

Jessica (Jessie) Richard, *Senior Vice President, Federal Public Policy,*

Recording Industry Association of America (RIAA)

Alexandra Jane Roberts, *Professor of Law and Media, Northeastern University School of Law*

and the Department of Music, the College of Arts, Media and Design

Hans Sauer, *Deputy General Counsel, IP, Biotechnology Industry Organization (BIO)*

Laurie Self, *Senior Vice President & Counsel, Government Affairs, Qualcomm*

Maria Strong, *Associate Register of Copyrights*

and Director of Policy and International Affairs, U.S. Copyright Office

Dr. Andrew Toole, *Chief Economist, U.S. Patent and Trademark Office (USPTO)*

Philip Warrick, *Counsel, Irell & Manella LLP*

Brad Watts, *Vice President for Patents and Innovation Policy,*

U.S. Chamber of Commerce's Global Innovation Policy Center (GIPC)