

EUIPO IP Intensive Programme for PES Universities – 2nd Edition, 2023

in collaboration with



European Union Intellectual Property Office (EUIPO)

Online event

6-14 November 2023



EUIPO IP Intensive Programme for PES Universities

Day One – 6 November: European Union Trade Mark

09.15 – 09.25	Welcome Speech <i>João Negrão, Executive Director, EUIPO</i>
09.25 – 10.00	Intellectual Property Rights in the EU: An Introduction <i>Cesar-Joel Ramirez-Montes, Lecturer, Leeds University</i>
10.00 – 10.45	Overview of Trade Mark Protection <i>Pilar Montero, Professor, University of Alicante</i>
10.45 – 11.15	Trade Mark Applications and Examination Proceedings (Formalities and Classification) <i>Zaida Carmona, Operations Department, EUIPO</i>
11.15 – 11.30 <i>Coffee Break</i>	
11.30 – 12.15	Absolute Grounds for Refusal: Part I <i>Kristin Lüder, Operations Department, EUIPO</i>
12.15 – 13.00	Absolute Grounds for Refusal: Part II <i>Kristin Lüder, Operations Department, EUIPO</i>
13.00 – 14.15 <i>Lunch Break</i>	
14.15 – 15.15	The Madrid System for International Registration of Trademarks <i>Debbie Roenning, Director, Madrid Legal Division, Madrid Registry, WIPO</i>
15.15 – 16.15	International Registration of Trademarks: The Madrid System Operations <i>Hongbing Chen, Director, Madrid Operations System, Madrid Registry, WIPO</i>
End of Activities of Day 1	

Day Two – 7 November: European Union Trade Mark

09.15 – 10.00	Opposition Proceedings Overview <i>Kieran Heneghan, Operations Department, EUIPO</i>
10.00 – 10.45	Likelihood of Confusion <i>Wiktoria Sikorska, PhD Candidate, University of Silesia in Katowice</i>
10.45 – 11.15	Genuine Use <i>Luca Rampini, Legal Department, EUIPO</i>
11.15 – 11.30 <i>Coffee Break</i>	
11.30 – 12.15	Reputation <i>Philipp Homann, Operations Department, EUIPO</i>

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12.15 – 13.00	Cancellation Proceedings <i>Pierluigi Villani, Legal Department, EUIPO</i>
13:00 – 14.15 Lunch Break	
14.15 – 16.00	Case Study <i>Alena Fischer, Senior Associate, BomhardIP</i>
End of Activities of Day 2	

Day Three – 8 November: Patents

09.15 – 09.45	Code of Practice on the Management of Intellectual Assets <i>Manon Prado, DG Research & Innovation, European Commission</i>
09.45 – 10.30	An Introduction to Patents. What They Are, Why They Exist and Requirements at EPO <i>Juan-Miguel Perez Birlanga, Patent Examiner, EPO</i>
10.30 – 11.15	Case Study: OXEON, A Real Life Example of A Successful Use of Patents <i>Juan-Miguel Perez Birlanga, Patent Examiner, EPO</i>
11.15 – 11.30 Coffee Break	
11.30 – 12.15	Exercise: NEBU-ALLERG: Group Exercise About Selecting IPRs to Protect a New Product <i>Juan-Miguel Perez Birlanga, Patent Examiner, EPO</i>
12.15 – 12.45	Patent Essentials, Focusing on the Two Main Requirements of Novelty and Inventive Step <i>Juan-Miguel Perez Birlanga, Patent Examiner, EPO</i>
12.45 – 13.15	Soap Dispenser: Exercise to Assess Novelty and Inventive Step in a Simple Device <i>Juan-Miguel Perez Birlanga, Patent Examiner, EPO</i>
13.15 – 14.15 Lunch Break	
14.15 – 15.15	International Patent law and WIPO Standing Committee on Patents <i>Tomoko Miyamoto, Head, Patents and Treaties Law Section, Patent and Technology Law Division, Patents and Technology Sector, WIPO</i>
15.15 – 16.15	Patent Cooperation Treaty (PCT): Essential Tool for Seeking Foreign Patent Protection <i>Matthias Reischle-Park, Deputy Director and Head, PCT Legal and User Support Section, PCT Legal and International Affairs Department, WIPO</i>
End of Activities of Day 3	

Day Four – 9 November: Patents

09.15 – 10.00	Patent Information: Theory <i>Christian Soltmann, Patent Knowledge, EPO</i>
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10.00 – 11.00	Patent Information: Practice <i>Christian Soltmann, Patent Knowledge, EPO</i>
11.00 – 11.15 Coffee Break	
11.15 – 12.15	Unitary Patent in Practice <i>Eskil Waage, Lawyer, EPO</i>
12.15 – 12.45	First Experience After Six Months of Introduction <i>Eskil Waage, Lawyer, EPO</i>
12.45 – 14.00 Lunch Break	
14.00 – 16.00	Case Study <i>Luís Ferreira, European and Portuguese Patent Attorney, PATENTREE</i>
End of Activities of Day 4	

Day Five – 10 November: Geographical Indications & Community Plant Varieties

09.15 – 10.00	Overview of Geographical Indications <i>Laurent Manderieux, Associate Professor, Bocconi University</i>
10.00 – 11.00	Geographical Indications: Legal Framework and Legislative History <i>Pilar Iñiguez, Professor, University of Alicante</i>
11.00 – 11.15 Coffee Break	
11.15 – 11.45	Geographical Indications <i>Luca Cianfoni, DG AGRI, European Commission</i>
11.45 – 12.15	Geographical Indications: Practical Examples and Real-Life Applications <i>Luca Cianfoni, DG AGRI, European Commission</i>
12.15 – 12.45	Geographical Indications for Craft and Industrial Products <i>Lorena Martínez Carrión, Legal Department, EUIPO</i>
12.45 – 14.00 Lunch Break	
14.00 – 14.30	Overview of the CPVR System CPVO <i>Orsola Lamberti, Legal Advisor, CPVO</i>
14.30 – 15.00	Scope of CPVR Protection and Enforcement <i>Orsola Lamberti, Legal Advisor, CPVO</i>
15.00 – 15.30	Interface between Variety Denominations, Trademarks and Geographical Indications <i>Angela Martinez Lopez, Legal Advisor, CPVO</i>
15.30 – 16.00	The Granting of Licenses of PVRs <i>Angela Martinez Lopez, Legal Advisor, CPVO</i>

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End of Activities of Day 5

Day Six – 13 November: Designs

09.15 – 10.00	Overview of the Registered Community Design (RCD) <i>Giulia Priora, Assistant Professor, NOVA School of Law</i>
10.00 – 11.00	RCD Overlap with other IP Rights <i>Esperanza Gallego, Professor, University of Alicante</i>
11.00 – 11.15	<i>Coffee Break</i>
11.15 – 12.15	RCD Applications <i>María del Mar Portillo Ramírez, Operations Department, EUIPO</i>
12.15 – 12.45	RCD Invalidity Grounds and Proceedings <i>Elisabetta Ferraro, Operations Department, EUIPO</i>
12.45 – 14.00	<i>Lunch Break</i>
14.00 – 15.00	International Trademark and Design law and the WIPO Standing Committee on Trademarks, Industrial Designs and Geographical Indications <i>Marie Paule Rizo, Head, Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications</i>
15.00 – 16.00	Industrial Designs: The Hague System for International Registration of Industrial Designs <i>Geneviève Steimle, Legal Analyst and Information Officer, The Hague Registry, Brands and Designs Sector, WIPO</i>

End of Activities of Day 6

Day Seven – 14 November: Designs

10.00 – 10.45	Effective Invalidity Filing Strategies and Defence <i>Gaile Sakalaitė, Legal Department, EUIPO</i>
10.45 – 11.30	RCD Infringement <i>Marina Vazquez, Assistant Professor, University of Alicante</i>
11.30 – 11.45	<i>Coffee Break</i>
11.45 – 12.45	Design Case Law Review <i>Evangelia Loli, Legal Department, EUIPO</i>
12.45 – 14.00	<i>Lunch Break</i>
14.00 – 16.00	Case Study <i>Carl Zimmer, Senior Associate, NOERR</i>

End of Activities of Day 7