



Europäisches
Patentamt

European
Patent Office

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European Intellectual Property Teachers' Network

Fourth annual workshop

Programme

24 - 25 June 2010

University of Alcalá, Spain

European Patent Academy

Venue

University of Alcalá
Pza. San Diego, s/n
28801 Alcalá de Henares (Madrid)
Spain

AW22-2010

Thursday, 24 June 2010

- 12.30 Registration and buffet lunch
- 14.00 Welcome and introduction to the aims of the EIPTN workshop
Adoración Pérez Troya, University of Alcalá, Spain
- 14.15 Keynote address
The Future of IP Education in Europe
*Alberto Casado Cerviño, Director,
Spanish Patents and Trade Marks Office*
- 14.45 The IP Teaching Tools of the European Patent Academy
*Noël Campling, Director Know-How, European Patent Academy,
European Patent Office*
- 15.30 Coffee break
- 16.00 **Session 1 – Creating an IP teaching culture in universities**
Chair: José Manuel Otero Lastres, University of Alcalá, Spain
- Patents – What every scientist and engineer should know:
A five-year successful IP teaching experience at Spanish universities
and other research centres
Pascual Segura, Director Patent Centre, University of Barcelona, Spain
- The patent engineering study programme
*Ursula Versch, University of Applied Sciences, Amberg-Weiden,
Germany*
- The role of universities in creating innovation culture –
experiences in teaching IP law students and SMEs
Justyna Ożegalska-Trybalska, Jagiellonian University, Krakow, Poland

- 17.00 **Session 2 – Across the legal/technical divide**
Chair: Alison Firth, University of Surrey, United Kingdom
- Multidisciplinary pairing: a win-win teaching experience
Claire Howell, University of Aston, United Kingdom
- Interdisciplinary IP teaching:
the experience of the Bocconi Transatlantic IP Summer Academy
Laurent Manderieux, Bocconi University, Italy
- The need for teaching IP management issues at higher education
institutions: experiences from Poland and international projects
Dariusz Kasprzycki, Jagiellonian University, Krakow, Poland
- 18.00 End of day 1
- 19.30 Annual EIPTN Dinner

Friday, 25 June 2010

- 9.00 Coffee break
- 9.30 **Session 3 – IP across boundaries: comparative and other areas of law**
Chair: Duncan Matthews, Queen Mary University of London, United Kingdom
- Teaching intellectual property law with the contract as a starting-point
Caroline Pamp, University of Gothenburg, Sweden
- How to implement IP teaching considering the public issues of registering IP rights: perspectives of an administrative law teacher
Eva Nieto, University of Castilla-La Mancha, Spain
- Teaching European intellectual property law to non-European students: The Community Trademark System
Eli Salis, PricewaterhouseCoopers, Coordinator for “Practicums”, Magister Lvcentinvs, Spain
- 10.30 Coffee break
- 11.00 **Session 4 – IP Law and other paradigms: economics, arts, sociology**
Chair: Mariano Riccheri, University of Alcalá IP-Research Group, Spain
- Teaching copyright to Masters students in the English Department and the Huston Film School
Maureen O’Sullivan, National University of Ireland, Galway, Ireland
- Teaching copyright through the law and technology approach
Roberto Caso and Federica Giovanella, University of Trento, Italy
- The role of IP teaching in the information society
Petra Zikovska, Charles University, Prague, Czech Republic
- 12.00 Lunch

13.30

Session 5 – The teaching medium and message

Chair: Tanya Aplin, Kings College University of London, United Kingdom

Patent cases for law undergraduates

Manuel Lobato, Autonomous University of Madrid, Spain

Initiating post-graduate students to patent law through practical examples

Inmaculada Gonzalez, Lawyer, Cuatrecasas, Visiting Lecturer Magister Lvcentinvs, University of Alicante, Spain

Patent claims and paperclips

Janice Denoncourt, Nottingham Trent University, United Kingdom

14.30

Coffee break

15.00

Session 6 – Case studies and boundaries

Chair: Mike Adcock, University of Durham, United Kingdom

Problem-based learning and the challenges of integrated teaching to lawyers and non-lawyers

Cees Mulder, Maastricht University, Netherlands

Is clinical law possible in IP matters?

Tomás Vázquez Lépinette, University of Valencia, Spain

Teaching IP in technology/innovation management courses

Maurizio Sobrero, University of Bologna, Italy

16.00 **Session 7 – Technology as mediator of IP understanding**

Chair: Maciej Barczewski, University of Gdansk, Poland

Uaipit as a key tool for IP teaching and research

Clara Ibáñez, University of Alicante, Spain

A web based IPR learning resource for arts industries

Ruth Soetendorp, Bournemouth University, United Kingdom

Problem-solving via the use of online simulations

Caroline Coles, Leicester De Montfort University, United Kingdom

17.00 Closing remarks and next steps for the EIPTN workshops

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