

**Teaching across Boundaries**

**Interdisciplinary IP Teaching:  
The Experience of the Bocconi  
Transatlantic Intellectual Property  
Summer Academy**

**Laurent Manderieux  
Bocconi University  
Milan, Italy**

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# OUTLINE

- Objectives of our Project
- Parameters and methods for success
- Our achievements
- Our future challenges
- The IP Summer Academy in practice:  
the 2009 edition

# **Key objectives for the Transatlantic IP Summer Academy**

- **A family of Interdisciplinary IP Specialists**
- **Able to work in different legal and economic environments**
- **With a focus on developed economies  
(Transatlantic dimension)**
- **A longstanding legacy**

# **Key parameters for the success of the IP Summer Academy**

- Interdisciplinary IP teaching**
- International IP teaching**
- A Partnership Activity**
- A high quality selection of the participants**

# **Interdisciplinary IP teaching thanks to partnership**

**An international high-level interdisciplinary IP Faculty**

**was created, to embrace global IP issues**

**With expertise in:**

- IP Law**
- IP Economics**
- IP Engineering**

**>>> partnership with numerous Universities**

# **International IP teaching**

**The objective is a training or a retraining of participants thanks to**

- Teaching innovations with comparative approaches**
- between Law, Economics and Engineering**
- AND between legal systems applicable**
  
- for all academic contents**

# **A partnership activity**

The approach is *horizontal*

- **Bocconi University was at the origin of the Project and gives its yearly impulsion**
- **Other partners join on an yearly basis**
- **Some partners have joined Bocconi to form jointly with Bocconi the impulsion group**
- **Partners may provide**
  - **Funds**
  - **Lecturers**
  - **Political support and /or visibility**

# **High quality selection of the participants**

## **Selection of participants**

- From the IP Engineering, IP Law and IP Economics circles**
- From various countries**
- At different stages of their careers, but in any case facing soon a career challenge (with a mixture of seniors and promising juniors)**

# **High quality selection of the participants (II)**

**To ensure participants' motivation, focus was put on:**

- High quality program contents rather than on academic credits granting**
- Low participation costs**

# **A project with a longstanding legacy**

**To guarantee longstanding results**

- A sophisticated web learning resources platform was constructed**
- Yearly sessions were organized in a manner that permitted streamlining of cooperations between Universities and between researchers**
- Yearly sessions were organized in a manner that permitted streamlining of professional cooperations between participants**
- Yearly sessions were organized in a manner that permitted streamlining of professional cooperations between lecturers and most mature participants**

# Achievements

**Yearly editions at prestigious and different venues**

- St.Gallen 2006**
  - Bocconi University 2007, 2008 and 2009**
  - Alicante Magister Lvcentinvs 2008**
  - Trento University 2009**
  - SSSA Pisa 2009**
- 
- Single or multiple yearly venues,  
with thematic focus**

# Statistical data

- **More than 100 lecturers from Universities in 20 countries**
- **Mostly prestigious Universities involved**
- **Partnerships with international Organizations and public authorities central for IP: the EPO, EU ++**
- **Excellent evaluation results every year (with the exception of 2006)**

# Current challenges

**High quality selection for the participants**

**+**

**High quality program contents rather than on academic credits granting**

**+**

**Low fees for participation**

**= Limited sources of income**

**+**

**Horizontal management**

**(with geographic rotation for yearly venues)**

**= Need for a customized budget every year**

**>>>> *but to date these challenges were successfully met***

# **Additional challenges (I): the work environment challenge**

**Lobbying needed for better understanding of  
the importance of interdisciplinary IP  
for getting good IP specialists**

**... even in IP circles!!!**

# **Additional challenges (II): The geographical challenge**

**The role of Asia in the IP family**

**Emerging economies in Asia and the  
Transatlantic IP Summer Academy project**

# **The IP Summer Academy in practice : the 2009 edition WHAT?**

- An International two weeks Conference on the Growing Role and Importance of Intellectual Property in World Economies**
- Focus on IP Rights Management + Economics bases of IPRs**
- Interdisciplinary Approach (IP law, IP Economics, IP Business and IP Engineering)**

# The 2009 edition:WHO?

## LECTURERS

- Bocconi + Trento Faculty /
- European Patent Office
- Scuola Superiore Sant'Anna Faculty
- Prestigious Faculty from US /Canadian / European Universities
- Confindustria/Assolombarda, Government, WIPO Speakers

## PARTICIPANTS

IP scholars and researchers from EU, US and ASIA

- Access requisites
  - Graduate Degree in Law, Economics or Engineering OR
  - Undergraduate Degree in Law OR
  - Young researchers and professionals working in TTOs

# The 2009 edition: WHERE?

- **Module one (June 15 – 19)**
  - **University of Trento, Trento, Italy**
  
- **Module two (June 22 – 23)**
  - **Bocconi University, Milan, Italy**
  
- **Module three (June 25 – 26)**
  - **Scuola Superiore Sant'Anna, Pisa, Italy**  
**(at the Volterra Centre)**

# The 2009 edition: fees

➤ **Module one + Module two + Module three  
(June 15 - 26),**

**- 890 Euro - Teaching Material Included\***

➤ **Module two (June 22 – 23), Milan, Italy**

**- Free for Module one participants**

**- Others 100 € or 400€**

**– Teaching Material Included\***

**>>>> LIMITED FEES**

\* Special rates at recommended accommodations in Trento, Milan and Pisa were guaranteed.

# Thank you

laurent.manderieux@unibocconi.it