

Third Transatlantic Intellectual Property Summer Academy

BOCCONI

Open Doors to Innovation: Teamwork and Patents



Università Commerciale
Luigi Bocconi
School of Law

Via Sarfatti, 25
20136 Milano

Milan
22 - 23 June 2009
Bocconi University

DRAFT Programme

Organised by
Bocconi University

In cooperation with
European Patent Academy



UNIVERSITÀ DEGLI STUDI DI TRENTO
Facoltà di Giurisprudenza



Scuola Superiore
Sant'Anna
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Venue

Bocconi University

Via Sarfatti 25
20136 Milano
Italy

Assolombarda

Via Pantano 9
20122 Milano
Italy

Monday, 22 June 2009

09.15 Registration

Seminar Inauguration

10.00 Welcome address
BOCCONI UNIVERSITY

10.15 Keynote address
Italy at the Forefront of Technical Collaborations between Universities, Industries and Bankers
Loredana Gulino,
Director-General,
Italian Patent and Trademark Office (UIBM)

10.45 **How to Assemble Multi-disciplinary Teams; Collaborations to Innovate**
Laurent Manderieux
Bocconi University

Session 1 Collaboration for innovation

Chair: *Laurent Manderieux*

11.15 **Session 1.1**

Better Tools for Technology Transfer: the WIPO Draft IP Guide for the Creation of University TTOs in Latin America
Francesca Toso
WIPO Technical Assistance and Capacity Building Sector
Laurent Manderieux

12.15 **Session 1.2**

Company Needs. Confindustria's Efforts to Promote IP
Marcella Panucci
Confindustria IP Working group

13.15 **Lunch break**

Session 2

Europe and beyond in a toolkit

Chair: *Aurelio Lopez Tarruella*
University of Alicante

15.00 **Session 2.1**

European Legislation and Programs promoting IP: why and how?

Aurelio Lopez Tarruella

16.00 **Session 2.2**

Trading European Intellectual Property - through University-Industry Knowledge Transfer and better Enforcement of IP Rights Worldwide

Denis Dambois

European Commission, Directorate General « Trade »

17.00 **Session 2.3**

WIPO Support for Innovation and Technology Transfer

Yumiko Hamano

WIPO Patent Division

Discussant: Giovanna Adinolfi

University of Milan

Tuesday, 23 June 2009

Session 3
Patent intelligence

Chair: *Francesco Macchetta*
IP Director, Bracco Group

09.30 Session 3.1

Networks of Collaboration and Inventors' Mobility: Recent Results and Open Research Questions

Stefano Breschi
Bocconi University

10.30 Session 3.2

Patent Strategy and Licensing

Alfred Chaouat
President LES France and Vice-President,
IP & Licensing, Thomson.

11.30 Session 3.3

Multinational Companies' Patent Strategies

Francesco Macchetta
Director IP, Bracco Group

12.30 Lunch break

Session 4

Strategy and dispute resolution

Chair: *Roberto Caso*
University of Trento

14.00 Session 4.1

How to Support Teamwork, Improve Efficiency and Sustain Research through IP Legislative Tools?

Roberto Caso

15.00 Session 4.2

Patenting Around: pros and cons
Case Study: the Pharmaceutical Industry

Angela Lupone
University of Milan

16.00 Session 4.3

And if Everything Goes Wrong?

Catherine Rogers
Bocconi University and Penn State University
Avv. Rapisardi,
Studio Rapisardi, Milan (tbc)

17.30 **Closing Remarks: Towards a Roadmap for Teamwork and IP?**

Gabriella Venturini
University of Milan



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