



Europäisches
Patentamt

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European Intellectual Property Teachers' Network (EIP TN)

Fifth annual workshop

Programme

27–28 June 2011
Charles University
Prague

European Patent Academy

Venue

Faculty of Law, Charles University
Nám. Curieových 7,
Prague 1
110 00
Czech Republic

Seminar code

AW47-2011

Monday 27 June 2011

- 9.00** **Registration and coffee**
- 9.30** **Welcome and introduction**
*Aleš Gerloch, Professor and Dean of the Faculty of Law,
Charles University in Prague*
*Jan Kříž, Professor and Director of the Institute of Copyright Law,
Industrial Property Rights and Competition Law, Faculty of Law,
Charles University in Prague*
*Giovanna Oddo, Unit Manager Academia and IP Research,
European Patent Academy of the European Patent Office*
- 10.00** **Keynote address:**
The role and importance of IP teaching in the Czech Republic
*Eva Schneiderová, Director of Patents Department,
Industrial Property Office of the Czech Republic*
- 10.15** **Session 1 – Using technology in IP teaching**
Chair: Claire Howell, Senior Lecturer in Law, Aston University, UK
- Copyright taught through technologies:
constructing a Wiki-entry**
*Roberto Caso, Associate Professor of Comparative Private Law,
University of Trento, Italy*
*Federica Giovanella, PhD Candidate in Private Comparative Law,
University of Trento, Italy*
- The use of discussion boards to assess global intellectual
property rights**
Tina Hart, Principal Lecturer in Law, University of Huddersfield, UK
- Camera! Action! Feedback! A comparison of multi-media modes
of online feedback to improve student learning**
*Caroline Coles, Principal Lecturer in Law, De Montfort University,
Leicester, UK*
- 11.15** **Coffee**

11.30

Session 2 – Teaching IP to non-traditional students

Chair: Mariano Riccheri, Collaborating IP Lecturer and Researcher, University of Alcalá IP-Research Group, Spain

Imparting an understanding of key IP issues to Masters students in the automotive industry

Ian Hartwell, Visiting Fellow, Cranfield University, UK

Challenges and chances of interdisciplinary IP teaching

Peter Ganea, Coordinator M.A. Modern East Asian Studies, Goethe University Frankfurt, Germany

Teaching intellectual property and patents in an engineering physics Masters

Maria Inés Torres, Professor of Computer Science, University of the Basque Country, Spain

Jose Manuel Tarela Pereiro, Professor of Electronics, University of the Basque Country, Spain

Fernando Legarda, Professor of Nuclear Engineering, University of the Basque Country, Spain

Estibalitz Asua, Lecturer of Electronics, University of the Basque Country, Spain

12.30

Lunch

14.00

Session 3 – Multi-disciplinary approaches to IP teaching

Chair: Michal du Vall, Vice Rector for Human Resources and Financial Management, Jagiellonian University, Kraków, Poland

**Multi-disciplinary teaching and learning:
Towards a more global approach to IP teaching?**

Laurent Manderieux, Professor of Intellectual Property Law, Bocconi University, Italy

Advisers and clients – a virtual reality

Ruth Soetendorp, Professor of Intellectual Property Management, Bournemouth University, UK

IP curriculum development for cross-cultural and multidisciplinary groups, with particular reference to experiences with Brazil and China

Anselm Kamperman Sanders, Professor of Intellectual Property Law, Maastricht University, Netherlands

Dalinyebo Shabalala, Assistant Professor, Maastricht University, Netherlands

15.00 Coffee

15.15 Session 4 – New approaches to IP teaching

Chair: Chris Ryan, Solicitor and Consultant, Nottingham Trent University, UK

Innovation in teaching trade mark attorneys

Janice Denoncourt, Senior Lecturer in Law, Nottingham Trent University, UK

Some reflections on experiences with innovative assessment

Smita Kheria, Lecturer in Intellectual Property Law, University of Edinburgh, UK

Jane Cornwell, Lecturer in Intellectual Property Law, University of Edinburgh, UK

Posters as a summative assessment tool in IP law - skills over substance?

Thorsten Lauterbach, Lecturer in Law, Robert Gordon University, Aberdeen, UK

Teaching patent law to UK law students: A technical problem in search of a pedagogical solution

Christopher Wadlow, Professor in Law, University of East Anglia, UK

16.30 Close of day

20.00 EIPTN Annual Dinner,
Restaurace Lví Dvůr

Tuesday 28 June 2011

8.30 Registration and coffee

9.00 **Session 5 – National perspectives in IP teaching**

Chair: Stuart MacDonald, Professor of Information and Organisation, University of Sheffield, UK

Challenges of Teaching IP: Experiences in Turkey”

Recep Varcin, Director, Center for the Study of Human Resources Management and Career Counselling-IKDAM, Ankara University, Turkey

Busra Yalcin, Researcher, Career Counselling and Human Resources Development Association-KARDER, Ankara University, Turkey

Approaches to industrial property studies at the Metropolitan University Prague

Ladislav Jakl, Vice Rector, Head of Industrial Property Department and Director of Industrial Property Institute, Metropolitan University, Prague, Czech Republic

Teaching intellectual property law in Slovakia

Zuzana Adamová, Director, Intellectual Property Law Institute, Law Faculty, Trnava University, Slovakia

10.00 Coffee

10.15 **Session 6 – Teaching IP and innovation**

Chair: Adoración Pérez Troya, Professor of Commercial Law, Universidad de Alcalá, Spain

Dialoguing on IP teaching innovation

Inmaculada González, Associate Professor, Universidad Católica de Valencia, Spain

Vicenç Ribas, Professor of Commercial Law, Universidad de Alcalá, Spain

Connecting IP with business model innovation

*Alberto Di Minin, Assistant Professor, Scuola Superiore Sant'Anna,
Pisa, Italy*

**Teaching patenting and licensing for science and engineering
students at Turkish universities**

*Özgür Kulak, Director of Patent and Licensing Support Unit,
Namik Kemal University, Turkey*

11.15 Extension of EIPTN and launch of its new website

*Duncan Matthews, Reader in Intellectual Property Law, Queen Mary,
University of London, UK*

12.00 Closing remarks

*Petra Žiková, Expert Assistant, Institute of Copyright Law,
Industrial Property Rights and Competition Law, Faculty of Law,
Charles University in Prague, Czech Republic*

12.15 Boat trip with buffet lunch

14.15 Close

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