



ENCOUNTER

2

**THE ROLE OF IP
IN A NEW POST
CRISIS WORLD**

GLOBAL
DIGITAL
ENCOUNTERS
2ND ENCOUNTER



Fide
Law | Economy | Technology

TIPSA

Transatlantic IP Academy

GENERAL INFORMATION

[FIDE](#) (Legal and Business Research Foundation) and [TIPSA](#) (Transatlantic Intellectual Property Academy) join forces to organize a series of digital encounters to be scheduled along the year 2020 around the topic “**The role of IP in a new post-crisis world**”. All online encounters are opened to any interested person and speakers have been selected among the most relevant IP scholars and professionals all over the world.

The situation we live in has highlighted and made unstoppable something that we already knew: we are heading towards a world in which intangible assets are going to be key in a society oriented towards artificial intelligence and the data economy, where Industry 4.0, Biotechnology and Biocomputing will be the keywords for the future.

So, the question is served: if intangible assets are increasingly important, how is the Intellectual Property system duly equipped to respond to the needs of this new world?

Let us address this fundamental issue with courage !!!

Participation is free but places are limited, therefore early registration is encouraged.

The Global Digital Encounters form integral part of the solidarity projects run by both organizations to support the international, European and national plans to overcome the sanitary and financial consequences of the COVID-19.

 ENCOUNTERS '
ACADEMIC
DIRECTOR



Laurent
MANDERIEUX
Bocconi University

 ENCOUNTERS '
COORDINATOR



Javier
**FERNÁNDEZ-
LASQUETTY**
Elzaburu. Member
of Fide's
Academic Council

2ND ENCOUNTER: FROM WEST TO EAST: TRADE, IP AND INVESTMENT AFTER THE CRISIS

Date: Thursday 28th of May 2020

Time: 3pm to 4pm (Madrid, Spain Time)

Method: Live Event via Microsoft Teams 

Objectives:

The speakers will provide a broad picture of the changing role of the IP system in a deeply transformed post-crisis Trade and Investment environment, also marked by the central role and complexity of the West-East economic relations

Registration via Eventbrite: <https://bit.ly/dge-2>

PANELISTS



Antony TAUBMAN
Director, IP
Division, WTO



Ysolde GENDREAU
University of Montreal



Claudio DORDI
Bocconi University,
USAID Trade Facilitation
Program Director in
Vietnam



Moderated by:
Xavier SEUBA
Catalonian Open
University. CEIPI

PANELISTS' CVs



Antony TAUBMAN ([CV](#))

Director, Intellectual Property Division of the World Trade Organization, with responsibility for the WTO's programs on intellectual property, competition policy and government procurement. From 2002 to 2009, he was Director, Global Intellectual Property Issues Division of WIPO (including the Traditional Knowledge Division and Life Sciences Program), covering a wide range of programs on intellectual property and genetic resources, traditional knowledge and folklore, the life sciences, and related global issues including the environment, climate change, human rights, food security, bioethics and indigenous issues. After a diplomatic career, he left the Australian Department of Foreign Affairs and Trade (DFAT) in 2001 to join the newly-formed Australian Centre for Intellectual Property in Agriculture, at the Australian National University, teaching and researching on international IP law. From 1998 to 2001, he was Director of the International IP Section of DFAT, and in that capacity was engaged in multilateral and bilateral negotiations on intellectual property issues, domestic policy development, regional cooperation, and TRIPS dispute settlement. He authored a training handbook on intellectual property and biotechnology, a monograph on the TRIPS Agreement and a comprehensive study on its implementation, and a range of academic and general publications on international intellectual property law and policy. Postgraduate teaching appointments at several universities include curriculum design and teaching at the University of Melbourne, the Australian National University, and Queensland University of Technology, as well as numerous contributions to other educational and training programs in many countries. In 2008, the Rockefeller Foundation awarded him a Bellagio residential fellowship for his work on TRIPS and public policy issues. He previously worked for WIPO from 1995 to 1998, his duties then including development cooperation in Asia and the Pacific, the development of the revised WIPO program and budget, and associated policy development. A registered patent attorney, he worked in private practice in the law of patents, trademarks and designs in Melbourne in the 1980s.



Ysolde GENDREAU ([CV](#))

A graduate of McGill University (B.C.L., LL.B., LL.M.) and Université Paris II (Doctorate in Law) and member of the Barreau du Québec, Ysolde Gendreau has taught intellectual property law and competition law at the Faculty of Law since 1991. Her research focuses on copyright in a comparative and an international perspective. Professor Gendreau has equally taught at McGill University, Universités Paris II, Paris XII, Nantes, Strasbourg III, Lyon 2 and Monash University (Australia). She has also participated in summer schools at University of Victoria (in Victoria and Oxford) and at University of San Diego (in Florence, Italy). She is the author of numerous publications both in Canada and abroad and has edited two major works: *An Emerging Intellectual Property Paradigm - Perspectives from Canada* (Cheltenham, Edward Elgar: 2008) and, together with Abraham Drassinower, *Langues et droit d'auteur / Language and Copyright* (Éditions Yvon Blais: Bruylant, 2009). Ysolde Gendreau has acted as member of the Patented Medicine Price Review Board (the PMPRB) (1995-2000), President of the International Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP) (2003-2005) and President of the Canadian branch of the Association littéraire et artistique Internationale (ALAI) (2006-2011), on whose Executive Board she still serves. Professor Gendreau is also an associated member of the International Academy of Comparative Law and a member of the Intellectual Property Institute of Canada.



Claudio DORDI ([CV](#))

Chief of Party of the USAID Vietnam Trade Facilitation Program. He is Associate Professor of International Law and former Director of the PhD Program in International Law and Economics at Bocconi University, Milan, Italy. He has been Technical Assistance Team Leader of the EU-Vietnam Multilateral Trade Assistance Project (EU-MUTRAP) from 2008 to 2017. From 2004 to 2006, he has been Director of a project supported by the Italian Government to promote accession of Vietnam to the WTO. He has been a Member of the "eminent group of expert" appointed by former EU Commissioner Mandelson (2006-2007) in charge of the revision of the EU system on trade defense measures. In his experience, he has often combined the academic research with the applied research within main international organizations (i.e. GATT and then WTO, World Bank, IMF, UNCTAD, WCO, EU and APEC). He is a Member of the Italian Ministry of Economic Development task force on international trade and globalization, has been visiting professorial fellow at Georgetown Law School (Washington DC) and taught at several universities in South America, Europe and Asia. He also led several training for Government Officials on trade negotiations, World Trade Law, ASEAN integration, ASEAN Economic Community, EU law. Dr. Dordi has authored more than eighty publications, mainly on matters of international private and public law, EU law, world trade law and monetary law, in all the main relevant international journals, chapters in book of the most prestigious publishers, and papers for the most important institutions (EU, Asian Development Bank, Italian Foreign Trade Commission). He was awarded with the prize of "best professor" at Bocconi University in a.y. 2006\2007 and of the research prize in 2017. He acted as a speaker to more than 300 among academic conferences, technical workshops and seminars all around the world.

MODERATOR



Xavier SEUBA ([CV](#))

Vice-Dean of Emerging Programs, Law and Political Sciences Faculty, UOC. Director, Patent Litigation Diploma, CEIPI. He has been Senior Lecturer and Researcher, Academic Coordinator and Training Manager at the Centre for International Intellectual Property Studies, University of Strasbourg, France. Director of the University of Strasbourg Diploma on European Patent Litigation. Manager and Director for judicial training and enforcement at CEIPI and CEIPI partnerships. Project coordinator and Co-Director of the CEIPI - BETA Project on Law & Economics of Intellectual Property. Coordinator of the WIPO/INPI/CEIPI Program on Technology Transfer and Licensing.

SUPPORT TEAM

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2. Rubén CANO PEREZ
3. Magalí CONTARDI
4. Maurizio CRUPI
5. Lara FARRUGGIA
6. Rebeca FERRERO GUILLÉN
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10. Carlos MUÑOZ FERRANDIS
11. Athena POYSKY
12. Raúl RUIZ RODRÍGUEZ
13. Letizia TOMADA
14. Vicente ZAFRILLA DIAZ-MARTA

SUGGESTED READINGS

Fink, C., “Intellectual Property Rights”, in J-P Chauffour, J-C Maur (Eds.), *Preferential Trade Agreement Policies for Development: A Handbook*, Washington D.C.: World Bank, 2011. In <http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/TRADE/0,,contentMDK:22956131~pagePK:210058~piPK:210062~theSitePK:239071,00.html>

Kampf, R., “TRIPS and FTAs: A World of Preferential or Detrimental Relations?”, in C. Heath, A. Kamperman Sanders (Eds.), *Intellectual Property and Free Trade Agreements*, Hart Publishing 2007, pp. 87-126.

P. Roffe, X. Seuba (2017) Current Alliances in International Intellectual Property Lawmaking: The Emergence and Impact of Mega-Regionals, www.ictsd.org > research > ceipi-ictsd issue four final 0

Additional Readings

Abbot, F. M., *Intellectual Property Provisions of Bilateral and Regional Trade Agreements in Light of U.S. Federal Law*, Geneva: ICTSD, 2006

Burrell, R., and Weatherall, K., “Exporting controversy? Reactions to the copyright provisions of the US-Australia free trade agreement: Lessons for U.S. trade policy”, *University of Illinois Journal of Law, Technology and Policy*, n° 2, 2008, pp. 259–319

Drexler, J., Grosse Ruse-Khan, H., and Nadde-Phlix, S., (eds.) *EU Bilateral Trade Agreements and Intellectual Property: For Better or Worse?*, Springer, Verlag, 2014

Kamperman-Sanders, Heath, C. (2007) *Intellectual Property & Free Trade Agreements*, Hart Publishing

Seuba, X., “Intellectual property in free trade agreements: What treaties, what content?”, *The Journal of World Intellectual Property*, 2013, pp. 1–22, doi: 10.1002/jwip.12015

Valdés, R., Tavengwa, R., *Intellectual property provisions in regional trade agreements*, WTO Staff Working Paper ERSD-2012-21, WTO: Geneva, October 2012. In http://www.wto.org/english/res_e/reser_e/ersd201221_e.pdf

PREVIOUS ENCOUNTERS



1ST ENCOUNTER: CHALLENGES OF THE IP SYSTEM IN A POST-CRISIS ENVIRONMENT

Date: Friday 8 May 2020

Time: 5pm to 6pm (Madrid, Spain Time)

Method: Online session via Microsoft Teams



Objectives:

The speakers provided a broad picture of the changing landscape of the IP system in a post-crisis environment



All materials and video are available online:

https://www.fidefundacion.es/The-role-of-IP-in-a-new-post-crisis-world-Challenges-of-the-IP-system_a1324.html

Click here for video, Q&A and summary:



PANELISTS



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KAMPERMAN-SANDERS
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Prof. Laurent
MANDERIEUX
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Prof. Jane
GINSBURG
Columbia
University



Moderated by:
Prof. Manuel
DESANTES
University of Alicante

SUPPORT ENTITIES



Rigorous empirical research on intellectual property



Aladda

Asociación Literaria y Artística para la Defensa del Derecho de Autor



lv. Lucentinus

