



EXECUTIVE PROGRAM

WIPO/ACAD/CPT/12/INF/1
ORIGINAL: ENGLISH
DATE: DECEMBER 7, 2012

Strategic Intellectual Property Management

organized by
World Intellectual Property Organization (WIPO)

in cooperation with
University of Cape Town (UCT)

Cape Town, December 17 to 19, 2012

PROGRAM

prepared by the International Bureau of WIPO

Monday, December 17, 2012

- 8.00 – 9.00 ***Fundamentals of Patent Law***

Informal breakfast session with Prof. Fisher for non-IP lawyers
- 9.00 – 9.15 ***Registration***
- 9.15 – 9.30 ***Program Introduction***

Ms. Karen Lee Rata
Head, Academic Institutions and Executive Program,
WIPO Academy, Geneva
- 9.30 – 11.00 ***Case Study: Colgate vs. Proctor & Gamble
(Reading assignment: Colgate case)****

Prof. Felix Oberholzer-Gee
Professor of Business Administration and Senior Associate Dean for
International Development, Harvard Business School, Boston
- 11.00 – 11.30 Coffee Break
- 11.30 – 13.00 ***Ways of Deploying Intellectual Property (IP)***

Prof. William W. Fisher
Professor of IP Law and Director of Berkman Center for Internet and Society,
Harvard Law School, Boston
- 13.00 – 14.30 Lunch
- 14.30 – 15.30 ***IP and Business in Sub-Saharan Africa***

Mr. Christopher Bull
Director, IP Department, Edward Nathan Sonnenberg, Cape Town, South
Africa
- 15.30 – 16.30 ***International Registration Systems and the Strategies for Managers***

Ms. Karen Lee Rata
- 16.30 – 17.00 Coffee Break
- 17.00 – 18.30 ***Case studies: Defensive IP Strategies***

Prof. Felix Oberholzer-Gee
Prof. William W. Fisher
- 19.30 – 21.30 Opening Dinner

Tuesday, December 18, 2012

- 8.00 – 9.00 ***Fundamentals of Copyright Law***

Informal breakfast session with Prof. Fisher for non-IP lawyers

- 9.00 – 10.30 **Case study: Apple Inc.**
(Reading assignment: Apple case)*

Prof. Felix Oberholzer-Gee
- 10.30 – 11.00 Coffee Break
- 11.00 – 12.30 **Recent Developments in IP Law and their Implications on Strategy**

Prof. William W. Fisher
- 12.30 – 14.00 Lunch
- 14.00 – 15.30 **IP Licensing Agreements**

Mr. Theo Stamatidis
License Contract Manager, Alstom Technologie AG, Baden, Switzerland
- 15.30 – 16.00 Coffee Break
- 16.00 – 16.45 **Negotiation of IP Licenses**
(Reading assignment: Calvin Klein case)*

Prof. William W. Fisher
- 16.45 – 19.00 **Negotiation Exercise**

In Small Groups

Wednesday, December 19, 2012

- 8.00 – 9.00 **Fundamentals of Trademark Law**

Informal breakfast session with Prof. Fisher for non-IP lawyers
- 9.00 – 10.00 **Debriefing: Negotiation Exercise**

Prof. Felix Oberholzer-Gee
Prof. William W. Fisher
- 10.00 – 10.30 Coffee Break
- 10.30 – 12.00 **Realizing Value from IP and Commercialization**

Mr. Guido von Scheffer
CEO, IP Strategists, Hamburg, Germany
- 12.00 – 13.30 Lunch
- 13.30 – 14.30 **Dispute Resolution and Strategies for Executives**

Ms. Karen Lee Rata
- 14.30 – 15.30 **Price Discrimination**
(Reading assignment: London 2012 Olympic Games)*

Prof. Felix Oberholzer-Gee

15.30 – 16.00 Coffee Break

16.00 – 17.00 ***IP and Differential Pricing***

Prof. William W. Fisher

17.00 – 18.00 ***Review and Wrap-Up Session***

Prof. Felix Oberholzer-Gee
Prof. William W. Fisher

18.00 – 18.10 *Closing Remarks and Evaluation*

** Reading material will be communicated to registrants.*