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 Stamatiadis  
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.