



INSTITUTE OF EUROPEAN STUDIES OF MACAU
澳門歐洲研究學會
INSTITUTO DE ESTUDOS EUROPEUS DE MACAU

IEEM Intellectual Property Law Programme 2018

The 15th Intellectual Property Law School 29 October to 2 November 2018, Macau Cultural Centre

The IP Law School is a unique initiative in Asia, offering a taught programme in international Intellectual Property Law and its relevance for global, European and Asian economic development and innovation policy. The IP Law School is extremely suited for trainee lawyers, Intellectual Property professionals with an economic or policy background, and master's students in Intellectual Property wishing to enhance their skills at post-academic level.

Starting from the basics of the Paris and Berne conventions, the course covers the development of Intellectual Property Law all the way to the WTO TRIPS Agreement and the WIPO Copyright treaties. Attention is also devoted to regional arrangements, such as the European Patent Convention, and other new international and national initiatives. From a policy perspective, free trade agreements and bilateral investment arrangements covering Intellectual Property, as well as ongoing negotiations in the area of protection of traditional knowledge, will be covered. The classes are taught using an intensive Socratic format by experts in the field.

This challenging programme also expects participants to jointly prepare and argue several moot cases in a friendly, yet competitive atmosphere, providing a unique insights into the way in which colleagues from various jurisdictions approach international and domestic legal problems.

The 18th Intellectual Property Seminar: Topic: Intellectual Property and the 4th Industrial Revolution: A Data-driven Economy 5 and 6 November 2018, Macau Grand Lapa Hotel

The annual two-day Intellectual Property Seminar offers a forum for IP professionals wishing to be part of a thought-provoking discussion on cutting-edge developments in intellectual property law and policy. Distinguished practitioners, judges and academics from all over the world have contributed to this event. The papers they have presented have been published in book form by Kluwer Law International and Hart Publishing.

The Professional IP Update 2018: 7 November 2018, HK IP Department, HK

The annual professional update provides an overview of all relevant cases and legislative developments of the past year from all over the world. During one day, you will be brought up to speed on the major important legal decisions and developments in intellectual property law and policy.

For this edition, the discussion will also explore exhaustion and parallel trade.



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Tentative Programme

29 Oct to 2 Nov	The 15th IEEM Intellectual Property Law School
Monday, 29 October	Lecture: Introduction: History and Structure of IP Laws
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	Lecture: International IP treaties and its guiding principles: National treatment, independence, priority, jurisdiction and dispute settlement
	Mock trial: Preparation for mock trials
Tuesday, 30 October	Lecture: Principles of trade mark law, passing off and the protection of well-known marks
	Lecture: Trademarks: confusion/dilution/passing off, three-dimensional marks
	Case studies: Trade marks
	Mock trial: Opel (Trademarks; similarity; confusion)
Wednesday, 31 October	Lecture: National and international copyright law
	Lecture: Interfaces - Slavish imitation, copyright and works of applied art
	Case studies: Digital Copyright
	Mock trial: Wheelies – Designs, trade marks, exhaustion
Thursday, 1 November	Lecture: National and international patent law – Basic Principles
	Lecture: How to read patents, claims, descriptions, priority issues
	Case studies: Patents: Monopolies, Rights and Limits
	Mock trial: Fair Game? – Copyrightable works, acts of copying, private use, communication to the public, applicable law
Friday, 2 November	Lecture: Enforcement Issues
	Lecture: Internet Issues: Infringement and Liability
	Lecture: Technology Transfer and Licensing
	Mock trial: Tick Card – Patents, validity, claim interpretation



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The 18th IEEM Intellectual Property Seminar
**Intellectual Property and the 4th Industrial Revolution –
A Data-driven Economy**
Grand Lapa Hotel, Macau
5 and 6 November 2018

Morning

Monday

5 Nov 2018

09:00 Registration

09:30 **Welcome Address**

José Luís de Sales Marques - IEEM President

Gonçalo Cabral – Legal advisor to the Secretary for Economy and Finance, Macau – Seminar
Convenor

09:45 **Keynote**

Manuel Desantes Real – University of Alcanté, Spain

10: 30 Q&A followed by Coffee Break

11:00 **(Dis)Trust and the Data Society – AI and other Biases**

Michael Mattioli – Indiana University, USA

11:45 **Intermediary Liability and Duties to Monitor – No News is Good News?**

Edward Lee – Chicago-Kent College Law, Illinois Institute of Technology

12:30 Q&A followed by Lunch

Afternoon

14:00 **Copyright and Artificial Intelligence**

Gonçalo Cabral – Legal advisor to the Secretary for Economy and Finance, Macau – Seminar
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14:45 **Patents and Artificial Intelligence Inventions**

T.B.C.

15:30 Q&A followed by Coffee Break



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Tuesday
6 Nov 2018

16:00 Virtual Reality and New Trade Mark Uses
Anke Moerland – Maastricht University, The Netherlands

16:45 Q&A & Closure

19:30 Dinner

Morning

9:30 Technology Transfer and Sustainable Development
Anselm Kamperman Sanders - Maastricht University, The Netherlands

10:15 Self –enforceable Contracts and Execution - Blockchain
Andres Guadamuz – Sussex University

11:00 Q&A followed by Coffee Break

11:30 The World Economic and Social Survey 2018
Marieangela Parra-Lancourt – Development Strategy and Policy Analysis Unit, UN

12:15 Q&A followed by Lunch

Afternoon

14:00 Mock Trial

16:00 Closure followed by drinks

IEEM IP Programme 2018:

The Professional Intellectual Property Update

Hong Kong Intellectual Property Department, Function Room 2501
25/F Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Wednesday 7 November 2018

	8:30 – 8:45	Registration
	8:45 - 9:00	<p>Welcoming remarks: José Luís de Sales Marques, IEEM President Ada Leung, Director of Intellectual Property, the Government of the HKSAR</p>
		Morning
	9:00 – 10:45	<p>The World Economic and Social Survey 2018 Marieangela Parra-Lancourt – Development Strategy and Policy Analysis Unit, UN</p> <p>The 4th Industrial Revolution and (ir)relevance of IP Manuel Desantes Real – University of Alicante, Spain Anselm Kamperman Sanders – Maastricht University, The Netherlands T.B.C</p> <p>Q & A</p>
	10:45 - 11:00	Coffee break
	11:00 – 12:15	<p>New Developments in IP Law – A Panel birds-eye view and discussion Gabriela Kennedy – Mayer Brown JSM, HK Tianxiang He – City University, HK – case law overview Reinout van Malenstein – HFG, Shanghai – enforcement strategies</p> <p>Q & A</p>

	12:15 - 13:30	Lunch
	<u>Afternoon</u>	
	13:30 - 16:00	<p>New Developments in IP Law - A Panel birds-eye view and discussion</p> <ul style="list-style-type: none"> - International <ul style="list-style-type: none"> - Anselm Kamperman Sanders – Maastricht University – Plain packaging - EU <ul style="list-style-type: none"> - Anke Moerland – Maastricht University – trade marks and designs - T.B.C. - Andres Guadamuz – Sussex University – copyright - USA <ul style="list-style-type: none"> - Edward Lee – Chicago-Kent College Law, Illinois Institute of Technology
	16:00	Closing remarks



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Fees

- IP Law School, 29 Oct to 2 Nov 2018: MOP 8000 or USD 1000
- IP Seminar, 5 and 6 Nov 2018: MOP 6,000 or USD 750
- Annual Professional IP update, 7 Nov 2018: MOP 3000 or USD 375
- IP Law School + Annual Professional IP update + IP Seminar: MOP 14,400 or USD 1800
- Each IP Seminar dinner: MOP 400 or USD 50

Early bird registration

Discount of 15% for enrolment before 10 August 2018 and discount of 10% for enrolment before 7 September 2018

Requirements for admission to the IP Law School

The expected level of English proficiency is the equivalent of a minimum of 6.0 on the IELTS/550 on the TOEFL.

Participants should hold a bachelor degree or above, preferably in law or economics. Work experience will also be considered.

In order to safeguard interactive teaching, the number of participants to the IP Law School is limited to 24 individuals, with a cap of 4 participants per jurisdiction. Should applications exceed 24, a waiting list will be opened until there are sufficient candidates to warrant the opening of a second group.

For the Annual IP Seminar and the Professional IP Update no restrictions apply.

Registration

IP School (with option to register for IP Seminar and Update):

<http://lawstudy.maastrichtuniversity.nl/conference/files/index.asp?cn=12&ln=1>

Seminar and Update only:

<http://lawstudy.maastrichtuniversity.nl/conference/files/index.asp?cn=11&ln=1>



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Terms and Conditions

Program cancellation: The IEEM reserves the right to cancel the whole or part of the IP Programme should there be insufficient registrants;

Registration deadline: Enrolment is open until 12 October 2018;

Refund policy: 80% of fees paid for the IP Law School will be refunded if cancellation occurs before 28 September 2018. Dinner fees are not refundable;

Payment: Fees should be settled by remittance to the following bank account:

Banco Comercial de Macau

Av. da Praia Grande, 572. Macau

Account n. 706450

Name of beneficiary: Instituto de Estudos Europeus de Macau, Swift code: CMACMOMX

Please specify “Fee for the IPS2018” and your name in the message column and send a copy of your remittance form to:

Instituto de Estudos Europeus de Macau

Calçada do Gaio, 6

Macau

Tel: +853 2835 4326

Fax: +853 2835 6155

E-mail: beatrice@ieem.org.mo



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Michael Landau - Georgia State University, USA

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香港特別行政區政府知識產權署
The Government of the Hong Kong Special Administrative Region
Intellectual Property Department

IEEM IP Programme 2018: The Professional Intellectual Property Update Hong Kong Intellectual Property Department, Function Room 2501 25/F Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong Wednesday 7 November 2018		
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	16:00	Closing remarks