



THE ROLE OF IP IN A NEW POST CRISIS WORLD

GLOBAL
DIGITAL
ENCOUNTERS



TRANSATLANTIC
INTELLECTUAL
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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



Prof. Laurent
Manderieux
Bocconi University

 ENCOUNTERS '
COORDINATOR



Javier Fernández
Lasquetty
Elzaburu. Member
of Fide's Academic
Council



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 will provide a broad picture of the changing landscape of the IP system in a post-crisis environment

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

PANELISTS



Prof. Anselm
Kamperman-Sanders
Maastricht University



Prof. Laurent
Manderieux
Bocconi University



Prof. Jane
Ginsburg
Columbia
University



Moderated by:
Prof. Manuel Desantes
University of Alicante

PANELISTS' CVs



Anselm KAMPERMAN-SANDERS is Professor of Intellectual Property Law, Director of the Advanced Masters Intellectual Property Law and Knowledge Management (IPKM LL.M/MSc), and Academic Director of the Institute for Globalization and International Regulation (IGIR) at Maastricht University, the Netherlands. He acts as Academic Co-director of the Annual Intellectual Property Law School and IP Seminar of the Institute for European Studies of Macau (IEEM), Macau SAR, China and is Adjunct Professor at Jinan University Law School, Guangzhou, China. Anselm sits as deputy judge in the Court of Appeal in the Hague, which has exclusive jurisdiction on patent matters. Anselm holds a Ph.D. from the Centre for Commercial Law Studies, Queen Mary, University of London, where he worked as a Marie Curie Fellow before joining Maastricht University in 1995. He is a member of the European Commission expert group on development and implications of patent law in the field of biotechnology and genetic engineering. He is member of the Dutch Commission Compulsory Licensing, and coordinator of the European IP Institutes Network-Innovation Society, a Horizon 2020 Marie Skłodowska Curie ITN-EJD Action (www.eipin-innovationsociety.org).



Jane GINSBURG teaches Legal Methods, Copyright Law, International Copyright Law, and Trademarks Law, and is the author or co-author of casebooks in all four subjects, as well as of many articles and book chapters on domestic and international copyright and trademark law. She was a co-Reporter for the American Law Institute's Principles Governing Jurisdiction, Choice of Law and Judgments in Transnational Intellectual Property Disputes. She is a Corresponding Fellow of the British Academy, a Member of the American Philosophical Society, a Member of the American Academy of Arts and Sciences, an Honorary Fellow of Emmanuel College, University of Cambridge, and was an Affiliated Fellow and a Resident at the American Academy in Rome. Background: University of Chicago, BA 1976, MA 1977; Harvard, JD 1980; Université de Paris II, Diplôme d'études approfondies 1985 (Fulbright Scholar), Doctorat en droit 1995, is the Morton L. Janklow Professor of Literary and Artistic Property Law at Columbia University School of Law, and Faculty Director of its Kernochan Center for Law, Media and the Arts.



Laurent MANDERIEUX is Professor of Intellectual Property Law at L. Bocconi University of Milan, Italy, Member of the Directorate Board, Bocconi LL.M in Law of Internet Technology, Director, Bocconi Summer Schools in Law, Chair, European IP Teachers' Network, Coordinator, Transatlantic IP Academy and is invited Professor / Lecturer of Intellectual Property Law in Universities and Training institutes in many countries of Europe, the Americas, Asia, and Africa.

In addition to his IP teaching, numerous Publications, and IP research activities at Bocconi, one of the most prestigious and high-ranked Universities in the European Union, Laurent Manderieux is Senior Intellectual Property Expert for various international Organisations and governments. He was for many years Official and Senior Official at the World Intellectual Property Organization (WIPO) in Geneva, Switzerland: in particular, as Head, WIPO Public Affairs and Media Relations, he took care of training and information for government officials, lawyers, researchers, scientists, and business circles (in this capacity he prepared training material and IP publications, and made up to 100 presentations per year). Before joining WIPO, he also worked for the Food and Agriculture Organization of the UN (FAO) in Rome, Italy; and at the European Union in Brussels. Over the last two decades, he wrote numerous publications and studies, and undertook international projects for the EU, the EPO, UNDP, UNCTAD, WIPO, IDLO, OIF, and various Governments. In this context, visited some 140 countries. He works in French, English, Italian, Spanish, and German.

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M O D E R A T O R



Manuel DESANTES REAL holds a Professor's Chair at the Faculty of Law of the University of Alicante (Spain) since 1992. He has been Vice-President of the European Patent Office (Munich) from 2001 to 2008, Vice-Chancellor and Rector in acting of the University of Alicante from 1996 to 1998 and Member of the Legal Service of the European Commission between 1998 and 2001. In 1994 he founded the Magister Lvcentinvs (Master in Intellectual and Industrial Property) at the University of Alicante.

He is currently member Of Counsel at ELZABURU, and Member of the Foundation Eisenhower, amongst others. He has published seven books and more than one hundred research papers and has delivered a full course at The Hague Academy of International Law in July 2019. Member of Fide's Academic Council.

CV: <https://www.elzaburu.es/en/team/manuel-desantes/>

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Aladda

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