CROSS BORDER INTELLECTUAL PROPERTY RIGHTS – EUROPE

1 WEEK SUMMER COURSE 2017

Prague, 12 June to 16 June

5 days, 9.15 am - 1.15 pm
INTRODUCTION

Cross Border Intellectual Property Rights, Clearance, Registration and Enforcement

The course is being offered as a collaboration between University of San Francisco School of Law, Charles University of Prague, Harvey & Company and Trevisan & Cuonzo Avvocati and brings together a unique combination of European law firm private practitioners, as well as in-house counsel providing a broad and diverse faculty of IP specialists.

Daily sessions will look at all key facets of intellectual property law focusing on the legal aspects of acquiring intangible rights, exploiting those rights and enforcing them.

Teaching will include presentations, case studies, hypotheticals as well as faculty-led discussions.

Participants will explore important aspects of intellectual property law with a pragmatic approach to product protection, company brand strategies as well as the best routes to IP enforcement.

Participants will be US graduate law students from the University of San Francisco.

Students will be called on to participate in lively, creative think-tank round table discussions. Each participant will be able to develop his/her know-how on innovative product and services protection through intellectual property in a business environment as well as to consider the various routes to IP enforcement.
COURSE DESCRIPTION

CANDIDATES
The one week ‘summer intensive’ is suitable for students who would like to develop greater knowledge and expertise in the specific sectors of Cross Border Intellectual Property Rights, Clearance, Registration, Protection and Enforcement. The objectives of the course are to expose students to a wide range of intellectual property rights and stimulate and create discussion. Participation in the Summer Intensive program is open to students from the following departments: law and business.

DURATION STRUCTURE AND SCHEDULE
The course will be held from June 12th through June 16th, 2017. Classes will be held Monday through Friday at the Charles University in Prague from 9.15 am to 1.15 pm.

LOCATION
Charles University in Prague
Ovocný trh 3-5
Prague 1
116 36
Czech Republic

LANGUAGE
The language of instruction is English.

FACULTY
The instructors are legal professionals and in house counsel as well as a University of San Francisco IP law professor with solid teaching experience and private practice experience in Europe and in particular in Italy, France, The Netherlands and the UK as well as in the US. They will bring real life examples of IP cases and experiences to the classroom.

TEACHING MATERIALS
Participants have the opportunity to benefit from a wealth of information including handouts created by the teachers, with the aim of further investigating and understanding the subjects presented in the classroom during each day.

TEACHING METHODOLOGY
The approach is oriented toward interactive teaching. Lessons will be taught in English by the IP practitioners with expertise, covering the topics of European IP law presented in the course description. Discussion groups will be held in English. After examination of a particular case or issue, the afternoon sessions are dedicated to cultural visits and - where possible - linked to the legal topic presented.

EDUCATIONAL ORGANIZATION
The educational quality of the program is guaranteed; the teaching faculty have been selected by the program Co-Directors: USF Professor Peter Harvey and UK qualified Solicitor and qualified Italian Attorney, Julia Holden based on professional and academic excellence and experience as well as their ability to be engaging teachers in the classroom. The Co-Directors assigned to the program ensure coordination between the students and faculty.

HOSTINGS FIRMS
Participants will be enrolled for a 5 week period in leading European law firms and businesses. During the stage, students will be assigned to assist their host firms on topics and issues which the firm is currently addressing which may consist of legal research, factual investigation, legal memoranda and similar.
Hosting firms include Trevisan & Cuonzo Avvocati (Milan); AKRAN IP s.r.l. (Rome); Armengaud & Guerlain (Paris); Casalonga (Paris); De Gaulle (Paris); Swarovski (Liechtenstein); Boehmert & Boehmert (Berlin); Bomhard IP (Alicante)

CULTURAL PROGRAM
Each afternoon participants will be invited to join an IP related Cultural Program highlighting aspects of the city of Prague with an intellectual property link.
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COURSE OUTLINE

12th JUNE
INTRODUCTION TO TRADEMARK LAW, DESIGN LAW AND COPYRIGHT LAW IN EUROPE. COMPARISONS WITH US LAW.
Peter Harvey and Julia Holden
Legal Systems - National, European and International

Trademark Law
• Some Basics: What’s and Why’s of Trademark Law
• National Trademark Offices, European Trade Mark Office
• Clearance and Protection
• Administrative Bodies and Courts
• Criteria for Trademark Infringement

Design Law
• Some Basic What’s and Why’s of Design Law. Introducing the legal landscape

Copyright Law
• Introduction to the Copyright Basics and Comparisons with US law

13th JUNE
DESIGNS
Catherine Mateu
• How are Designs Protected?
• Design, Trade dress and Unfair competition
• Fluid Trademarks, Slogans, 3D Trademarks

14th JUNE
PATENT LAW IN EUROPE – ACQUISITION OF PATENTS, DEFENCE AND CROSS BORDER PATENT LAW ENFORCEMENT
Gordon Harris

Patent Protection and Enforcement in Europe National and European Routes
• Protection and Enforcement of Patent Rights - Cross Border Patent enforcement in Europe
• Case Studies

15th JUNE
CROSS BORDER TRADEMARK STRATEGIES IN THE EU
Jonathan Clegg
• How are Trademarks cleared and registered in Europe?
• Opposition Procedures: Timing and Tests (Absolute and Relative Grounds), Case Law
• Grounds for Opposition, Invalidity, Revocation
• Pan-EU laws and National laws: the challenges

16th JUNE
CROSS BORDER TRADEMARK LITIGATION
Marlou van de Braak
• Handling cross border trademark litigation in Europe
Trademark cases before the EUCJ
• Social Media: tackling trade mark issues online
• Online Infringement and Counterfeiting
• IP Mediation in Europe
• Case Study: Interactive Participation in IP Mediation
Peter Harvey
US Attorney, Harvey Siskind LLP

Course Co-Director
Peter Harvey is a founding partner of Harvey Siskind LLP in San Francisco. His practice emphasizes trademark, trade dress, copyright, trade secrets, and unfair competition litigation in U.S. federal courts. He also advises on IP rights clearance, registration and management. He has assisted clients in a wide variety of industries, including athletic footwear, banking, computer hardware and software, food, wine, motor vehicles, music and video, paper products, semiconductors, publishing, and communications, including high-technology businesses headquartered on the West Coast. Peter Harvey is an adjunct professor at the University of San Francisco.

Julia Holden
Jointly qualified Italian Attorney and English Solicitor, Trevisan & Cuonzo

Course Co-Director
Julia advises Anglo-American companies and multinational corporations on intellectual property issues, in particular in relation to all aspects of trade mark protection in Italy including prosecution, litigation, anti-counterfeiting, unfair competition and customs monitoring. Julia has worked with clients from a broad range of industries including automotive, fast-moving consumer goods, entertainment, fashion and design, publishing, software and tourism.

Gordon Harris
Gowling WLG

Gordon conducts litigation in all UK and European Courts for clients seeking to protect their IP, or those who have been accused of infringing other people's rights. He is known as a fighter who will explore every avenue to get the right result, including, going to the Supreme Court to change over 100 years of patent law in order to ensure the right outcome for a client.

He has conducted groundbreaking cases on designs and brands in the European Court of Justice, and contested the validity of patents in the European Patent Office.

Catherine Mateu
Armengaud & Guerlain

Catherine has more than fifteen years experience in French and European Intellectual Property law, serving clients that range from inventors, designers, nonprofit groups and local start-ups to multinational corporations. Her practice focuses on finding timely and cost-effective solutions to a wide array of patent, copyright, trademark, design infringement, strategic advice and licensing matters.

She is bilingual in French and Spanish, and fluent in English and Basque.
Marlou van de Braak
Novagraaf

Marlou van de Braak advises on intellectual property matters, with a focus on trademarks and designs. For seventeen years she was an IP litigation and IP transaction lawyer at renowned international law firms. Until she joined Novagraaf she was the Head Legal of the Dutch Media Authority. Marlou has extensive experience in rendering strategic international IP advice, in (European) opposition, cancellation and revocation proceedings and in the drafting and negotiating of IP related settlement, license and transfer agreements. She is a WIPO mediator.

Jonathan Clegg
Cleveland Scott York

Jonathan enjoys the management of all kinds of trademark portfolios and has a great deal of experience in developing and maintaining commercially appropriate opposition strategies and in negotiating agreements. Keeping an educated eye on the evolution of his clients’ portfolios and ensuring their commercial relevance are also roles he values.

Justin Butcher
Participating as part of
IP Cultural Program

Justin Butcher is a writer, director, producer, actor and musician. His best known works include the award-winning solo play Scaramouche Jones directed by Rupert Gould as well as five plays for BBC Radio 4. He holds BA and MA Honours degrees in Classics from Oxford University and is an Honours Graduate of the Drama Studio London
HOW TO APPLY

Requirements
To be eligible you need to:
- Complete the online application
- Attach a copy of your first-level university degree (Bachelor or equivalent); Curriculum Vitae and photo
- Write a Statement of Purpose in English stating why you want to attend the course
- Housing assistance available upon request.

Tuition and Fees
For tuition please contact the University of San Francisco.
ACKNOWLEDGEMENTS

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**BOEHMERT & BOEHMERT**
Prof. Dr. iur. Axel Nordemann
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**AKRAN INTELLECTUAL PROPERTY**
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