

Xth Transatlantic Intellectual Property Summer Academy

Organized by Bocconi University (Milan, Italy),

University of Alicante and Magister Lvcentinvs

“Intellectual Property, Hightech and International Trade”

Monday 5 – Friday 9 September 2016

Monday 5 September 2016

A. IP PROTECTION, INTERNATIONAL TRADE AND NEW TECHNOLOGIES

9:00 – 9:30. Opening Ceremony

- Opening Speech and Welcome Address

- Introduction to the Summer Academy 2016 Edition

9:30 - 10:15. - Intellectual Property and New Technologies: Past, Present and Future of a Strange Relationship

10:30 - 11:45. - The Law and Economics of International Trade in High Technology-Products and -Services

15:30 - 17:00. – International Regulation, Law and Technology: Friends or Foes?

17:00. Welcome gathering

Tuesday, 6 September 2016

B. TECHNOLOGICAL ADVANCES AND INTELLECTUAL PROPERTY

9:00 -11:30. European and American Patent Law at the Test of Technological Innovation

11:30-13:00. Cloud Computing between IP and IT Law

14:15 – 15:45. Comparing IP Management Practices Across Technological Sectors: Trends and Prospects

16:00 – 17:00. Intellectual Property and Innovation: Striking a Balance from an Economic Standpoint

17:30 - 18:30. Study Visit: Law Firm Specialized in Law and Technology (TBC)

Wednesday, 7 September 2016

C. INTERNATIONAL TRADE LAW AND TECHNOLOGY

9:00 -11:30. WIPO Treaties and the WTO TRIPS Agreement: What Relevance for Technology?

11:30-13:00. International Trade and Technology at the WTO Beyond the TRIPS Agreement: From GATS to TBT

14:15 – 15:45. The WTO Information Technology Agreement

16:00 – 17:00. Free Trade Agreements and Their Impact on Technology Regulation

Thursday, 8 September 2016

D. TECHNOLOGY TRANSFER ACROSS COUNTRIES AND ACROSS COMPANIES

9:00 - 10:30. Transferring Technology Across Countries: Technology Transfer Agreements

11:00 - 13:00. Successful Companies' Technology Transfers: An Analysis of Contractual Models and Best Practices

15:00 – 16:00. 'Technological' Litigations: Effective Strategies for Litigation in Technological 'Environments'

16:00 - 17.30. Case Study - Drafting a Technology Transfer Agreement

Friday, 9 September 2016

**E. INTERNATIONAL TRENDS AND FUTURE PROSPECTS FOR THE
REGULATION OF TECHNOLOGY**

09:00 - 11:00. The Governance of the Internet: An Open Agenda

11:00 – 12:30. The Regulation of New Technologies at the International Level

Moderators from Magister Lvcentinvs and Bocconi University

12:30 - 13:00. Closing remarks: Law and Progress – What Relationship?

Wrap up + Certificates Granting Ceremony

**Evento accreditato dal Consiglio Nazionale Forense per 15 crediti
formativi. (TBC)**