CROSS BORDER INTELLECTUAL PROPERTY RIGHTS - EUROPE

1 WEEK SUMMER COURSE 2014
Rome, June 30th to July 4th
5 days, 9.15 am - 1.15 pm
<table>
<thead>
<tr>
<th>INDEX</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>p. 3</td>
</tr>
<tr>
<td>Sole 24 ORE Business School</td>
<td>p. 4</td>
</tr>
<tr>
<td>Course Description</td>
<td>p. 5</td>
</tr>
<tr>
<td>Faculty</td>
<td>p. 7</td>
</tr>
<tr>
<td>Information</td>
<td>p. 9</td>
</tr>
</tbody>
</table>
INTRODUCTION

Cross Border Intellectual Property Rights, Clearance, Registration and Enforcement

The course is being offered as a collaboration between Il Sole 24 ORE Business School, University of San Francisco School of Law and Trevisan & Cuonzo 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 include US graduate law students from the University of San Francisco as well as Italian law and business graduates.

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.
SOLE 24 ORE BUSINESS SCHOOL

Sole 24 ORE Education has developed innovative and specialized business training and professional development programs aimed at helping recent graduates just beginning their careers to acquire new knowledge and skills, as well as mature managers and professionals who need to update existing skills or develop new areas of expertise. Programs are designed for individuals working in both the public and private sectors.

Focusing on the various needs of young managers and professionals, curricula are continuously updated to take into account the newest business trends. Experienced publishers with backgrounds in education identify key topics, setting in motion a rich dialogue between experts, journalists and the more than 6000 managers who participate every year. Sole 24 ORE Education programs aim to provide a concrete grounding in the areas of economics, finance and management.

Sole 24 ORE Education programs include:
- Annual Events
- Specialized Master’s Degrees
- Executive Master
- Courses and Conferences
- E-learning
- In-house education
- Professional development

The Business School offers:
A full-time Master’s program which incorporates work experience gained through internships that provide young students with a greater competitive edge to enter the workforce at a higher level of qualification and expertise.

The Executive24 Master is designed for busy managers and entrepreneurs who must balance their career obligations with their need for continuous learning in a dynamic world. The program alternates distance learning with on-campus sessions to allow for a more flexible educational experience.

The Master24 is designed for self-learners and is based on an innovative formula of distance learning that takes advantage of a multimedia classroom which includes access and interaction with experts.

Participants in the educational programs have access to Sole 24 ORE’s vast wealth of high-quality, multimedia resources.

Faculty include highly qualified Italian and international experts who have experience both in their legal fields as well as in the classroom. They utilize a pragmatic approach that is oriented towards the needs of business professionals.
CANDIDATES
The one week ‘summer intensive’ is suitable for students and professionals 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 30th through July 4th, 2014. Classes will be held Monday through Friday at the Business School of Sole 24 ORE in Rome from 9.15 am to 1.15 pm.

LOCATION
Business School Il Sole 24 ORE, Piazza dell’Indipendenza, 23 b/c - 00185 Roma

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, Germany, 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 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.

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.

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 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.

COMPUTER SUPPORT
Classroom facilities include Internet connections and Wi-Fi.
COURSE OUTLINE

30th JUNE
INTRODUCTION TO TRADEMARK LAW, DESIGN LAW AND COPYRIGHT LAW IN EUROPE. COMPARISONS WITH US LAW.

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

1st JULY
MANAGEMENT OF GLOBAL TRADEMARK AND DESIGN PORTFOLIOS

In - House Perspectives
• Branding Strategies and Trademark Law protection
• Tobacco Specific Issues : marketing and legal
• High Fashion Issues : Combating Counterfeiting
• Fast Moving Consumer Goods - Enforcing Rights

Interactive Case Scenarios with Marketing and Legal teams

2nd JULY
PATENT LAW IN EUROPE - ACQUISITION OF PATENTS, DEFENCE AND CROSS BORDER PATENT LAW ENFORCEMENT, UTILITY MODELS, GEOGRAPHICAL INDICATIONS, PROTECTION OF PLANT VARIETIES

National and European Routes
• Protection and Enforcement of Rights - Cross Border in Europe
• Case Studies in the Pharma Sector
• Geographical Indications and the Italian Parma/Parmesan Experience
• Protection of Plant Varieties and Enforcement of Rights

3rd JULY
CROSS BORDER TRADE MARK ENFORCEMENT

• How are Trademarks cleared and registered in Europe?
• Opposition Procedures: Timing and Tests (Absolute and Relative Grounds) Case law
• Grounds for Opposition, Invalidity, Revocation (CTM and National Offices)
• (Cross Border) Enforcement through the Courts (National Courts, Referral to ECJ)
• Trademarks and Social Media; Enforcement through Social Media networks
• Case Study and Faculty-led discussion - Hypothetical

4th JULY
PROTECTION OF OTHER IP AREAS

• How is Trade Dress Protected?
• Unfair Competition, Lookalikes
• Non-traditional trademarks
• Fluid Trademarks, Slogans, 3D Trademarks
• 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 & Cuniono Avvocati Milan

Course Co-Director
Julia advises Anglo-American companies and multi-national corporations on intellectual property issues, in particular in relation to all aspects of trademark 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.

Jonathan Clegg
FJ Cleveland: Faculty

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.

Michael C. Maier
Boehmert & Boehmert, Faculty

Michael’s expertise includes all aspects of trademark law: application, defence, and infringement proceedings as well as the administration of worldwide trademark portfolios, to just name a few of them. He counsels international clients and represents them before the German Patent and Trademark Office, the Office for Harmonization in the Internal Market, and in court proceedings. The perfume and cosmetics industry has become a particular focus for him. In fighting product piracy, fakes, and lookalikes, he often cooperates closely with customs and law enforcement authorities.
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marlou van de Braak</td>
<td>Attorney</td>
<td>Partner Hoyng Monegier, Faculty</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vittorio Cerulli Irelli</td>
<td>PhD, London, Avvocato</td>
<td>at Trevisan &amp; Cuonzo Avvocati, Faculty</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ronald van Tuijl</td>
<td>JT International SA, Faculty</td>
<td></td>
</tr>
<tr>
<td>Katrina Burchell</td>
<td>Burchell Consulting, Faculty</td>
<td></td>
</tr>
</tbody>
</table>

Marlou advises on and litigates intellectual property matters, with a focus on trademarks, trade names and designs, advertising and unfair competition. She has extensive experience in IP litigation, both before national and before European courts, in interlocutory proceedings, proceedings on the merits and opposition proceedings. Marlou also advises on non-contentious matters, including the drafting and negotiating of IP related (settlement, license, transfer, pledge) agreements. She is a WIPO mediator.

Ronald is an experienced in-house IP counsel, specializing in trademark, design and copyright and has managed large trademark portfolios for companies in the communication, food & beverages, personal care, electronics and tobacco industry.

As an in-house practitioner, he advises on all aspects of IP law from IP creation to enforcement.

He serves as an Officer of the Board of Directors of INTA, the International Trademark Association.

Vittorio is an attorney with Trevisan & Cuonzo Avvocati, one of the leading firms for intellectual property litigation in Italy, since January 2008.

As an attorney for Trevisan & Cuonzo, Vittorio has advised and represented clients in cases concerning all areas of intellectual property. He also has wide experience in multi-jurisdictional patent litigation. He also regularly teaches patent and intellectual property law in a number of master programs and has published a number of works on both patent law and the interaction between IP rights and antitrust law.

He holds a PhD in Law from the Institute of Advanced Legal Studies of the University of London.

Katrina is an IP and Brands specialist with more than 25 years experience working with household names including former Head of Trade Marks at Unilever and Group IP Director for Kering a French luxury and lifestyle brands holding company.

In 2014 she set up Burchell Consulting to provide strategic intellectual property advice and counsel on portfolio management and is currently working with global luxury companies, a national UK law firm and a number of small and medium size enterprises to protect and enforce their trade marks.
Daniela Ampollini is an experienced litigator specialising in copyright, patents, design, trade marks and internet law. As the head of Trevisan & Cuonzo’s office in Parma, Daniela focuses on the food and food technology industries, but has substantial experience working with clients in the pharmaceutical, software, electronics, media and entertainment, press and industrial design sectors, as well as the fashion and textile industry. She also assists the Italian Federation of Chemical Industry in advising chemical companies in the regulatory framework established by the REACH regulation.

Michael Ritscher has been practicing IP law on a Swiss and on an international level since the late 1980’s. He heads the IP team of the Swiss law firm Meyerlustenberger Lachenal and is advising and litigating for client from all areas of industry in patent, trademark, copyright and design matters. Michael is also acting as extra-official judge at the Zurich Court of Commerce and teaching IP in the master program of the University of Lucerne.

**Requirements** to be eligible you need to:
- Complete the online application
- Attach a copy of your first-level university degree (Bachelor, laurea triennale, or equivalent), Curriculum Vitae and photo
- Write a Statement of Purpose in English stating why you want to attend the course
- Be comfortable following classes and completing assignments in English
- Housing assistance available upon request.

The application form is available on the website [www.formazione.ilsole24ore.com/cross_border](http://www.formazione.ilsole24ore.com/cross_border)

**For further information**

**Business School del Sole 24 ORE**
Piazza dell’Indipendenza 23 b/C – 00185 ROMA
Tel +39 02 (06) 3022.6236/6372/6379
Fax +39 02 (06) 3022.6280
business.school@ilsole24ore.com
www.formazione.ilsole24ore.com/bs

**Paola Soave**
tel. 06 30223958
paola.soave@ilsole24ore.com

**Rossella Calabrese**
tel. 06 30223689
rossella.calabrese@ilsole24ore.com

**Tuition and Fees**
Tuition for the program is 2.440 € (tax included)