

# European Intellectual Property Teachers' Network

**10<sup>th</sup> Anniversary EIPTN Conference 2017**  
**University of Lund, 29-30 June 2017**  
**School of Economics and Management**

kindly sponsored by



**Join us for our 10<sup>th</sup> anniversary conference**  
**to celebrate connecting IP educators across Europe**

The EIPTN is celebrating 10 years helping to share and exchange best practice and innovation in teaching and learning activities to meet the challenges of understanding the nature of intellectual property (IP). Building on the success of previous conferences, we are delighted to announce our 10<sup>th</sup> annual conference.

We are a vibrant network of individuals from across Europe, formed in 2007, to forge practical links between IP teachers, academics and institutions. We have over 400 members from more than 50 world-leading institutions who develop dynamic, useful solutions for teaching IP. The themes for this year's conference include:

- New approaches to IP education
- Applying ancient and modern thinking to IP education
- Multi-disciplinary approaches to IP Teaching
- EUIPO and EPO materials workshop
- The future of education
- Nordic approaches to IP education

We invite participants from the whole range of IP legal education contexts. This includes academics, post docs, PhD students, IP professionals, patent and trade mark attorneys, IP and technology transfer officers and IP regulators. We extend our welcome to participants from outside the EU.

We have a stimulating programme of speakers. You will hear firsthand from groundbreaking IP teachers about their innovative approaches to teaching and learning IP.

**Wednesday, 28 June 2017**

**7:30 – 9:30pm**

**Arrival Welcome Reception**

Faculty of Law, Lilla Gråbrödersgatan 4,  
University of Lund  
All welcome! Informal social gathering

## Thursday, 29 June 2017

### **9.00-9.30am Registration**

Ole Römersväg 6, School of Economics and Management, Lund University

### **9.30-9:45am Welcome and introduction**

Kristina Eneroth, Associate Professor, Vice Dean of the School of Economics (Lund University)

### **9:45 -10:30am Key note address**

Marianne Levin, Professor of Private Law and Intellectual Property (University of Stockholm)

“The Unitary Patent and the Unified Patent Court – a unique hybrid”, Louise Petrelius (Legal Adviser, Division for IP and Transport Law, Ministry of Justice, Offices of Swedish Government)

### **10:30-11:30 Session 1: New approaches to IP Education** (Chair: Jur. Dr. Ulrika Wennersten, Lund University)

“Using gamification in and outside the classroom: focusing on creativity, strategy and student experience”, Dr Sabine Jacques (University of East Anglia)

“Guys, the lecturer flipped our IP class!”, Thorsten Lauterbach (Robert Gordon University)

“Novel, inventive and capable of educational application? The use of Facebook, Instagram and Twitter to educate student entrepreneurs about the importance of IP”, Joe Sekhon (University of Portsmouth)

### **11:30-12:00 Coffee and Tea**

### **12:00-13:00 Session 2: Applying ancient wisdom and modern thinking to IP education** (Chair: Dr Janice Denoncourt, Nottingham Trent University)

“Using Class Debates to Teach IP: Revisiting Socrates’ Legacy in the XXIst Century”, Professor Laurent Mandérieux and Jur. Dr Gabriele Gagliani (Bocconi University)

“IP in a Diverse World”, Caroline Coles (De Montfort University)

“The Use of Moot Courts to Teach IP Enforcement”, Pavel Koukal, JUDr. (Masaryk University)

### **13:00-14:15 Lunch**

### **14:15—15:30 Session 3: Multi-disciplinary Approaches to IP Teaching** (Chair: Professor Adoraçion Perez, University of Alcalá)

“Teaching IP on a Bioethics Module”, Dr Lauren Trazykowski (University of Birmingham)

“Teaching IP to the Masses”, Haris Hasic (University of Travnik)

“Engaging Creative Students in IP Law Education”, Hayleigh Boshier (University of the Arts London)

**15:30 -16:00**                    **Coffee and Tea**

**16:00-17:00**                    **Session 4: EUIPO and EPO Materials Workshop**  
(Chair: Claire Howell, Aston University)

“EUIPO Learning Platform and IP Content”, Diane Nickl (EUIPO Academy)

“The EPO's Initiatives to Promote IP in Universities”, Giovanni Arca (European Patent Office)

**6.45pm**                    **Walking Sightseeing tour of Lund and to Lund University**

**8.00 pm**                    **Annual Gala EIPTN 10th Anniversary Dinner, Lund University**

## **DAY 2**

**Friday, 30 June 2017**

Ole Römersväg 6, School of Economics and Management, University of Lund

**9:00-10:00 am**                    **Session 5: The Future of IP Education**  
(Chair: Professor Laurent Mandérieux, EIPTN Committee)

“UK Higher Education Institutions’ IP Policies – perception and practice”, Professor Emerita Ruth Soetendorp, SFHEA (IPAN, CIPPM Bournemouth University)

“Integrating alternative ways of teaching IP in the curricula: current trends in the Netherlands”  
Peter van Dongen (Netherlands Patent Office)

“A Vision for the Future of IP Law Education, the Status of IP Law in the Curriculum”, Dr Janice Denoncourt, SFHEA, (Nottingham Trent University)

**10:00-10:30**                    **Coffee and Tea**

**10:30-11:15am**                    **Session 6 Nordic Approaches to IP Teaching**

(Chair: Professor Alison Firth, University of Surrey)

“Reaching those that are no longer in ‘learning mode’” Ms Bente Fjeldberg, Training & Development Manager (Norwegian IP Office)

“IP Infringement, Cross Border Problems and Procedural Law” Jur. Dr. Associate Professor Ulf Maunsbach and Jur. Dr. Ulrika Wennersten (Lund University)

**Closing remarks and farewell until 2018**

**11:15-12:00**                    **EIPTN 2007 Open Committee Meeting**