

European Intellectual Property Teachers' Network

10th Anniversary EIPTN Conference 2017
University of Lund, 29-30 June 2017
School of Economics and Management

kindly sponsored by



Wednesday, 28 June 2017

19:30 -21:30 **Arrival Welcome Reception** Faculty of Law, Lilla Gråbrödersgatan 4,
University of Lund
All welcome! Informal social gathering

DAY 1

Thursday, 29 June 2017

09.00-09.30 **Registration**

Ole Römers väg 6, School of Economics and Management, Lund University

09.30-09:45 **Welcome and introduction**

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

09:45 -10:30 **Keynote address**

“Memoirs of IP Law” Marianne Levin, LL.D., Ph.D. *honoris causa*, Professor of Private Law (Stockholm University)

“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 Alison Firth, University of Surrey)

“Teaching IP on a Bioethics Module” 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)

18.45 **Walking Sightseeing tour of Lund and to Lund University**

19:30 **Annual Gala EIPTN 10th Anniversary Dinner, Lund University**

DAY 2

Friday, 30 June 2017

Ole Römers väg 6, School of Economics and Management, University of Lund

09:00-10:00 **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**

10:30-11:15 **Session 6 Nordic Approaches to IP Teaching**
(Chair: Professor Adoraçion Perez, University of Alcala)

“Reaching those that are no longer in ‘learning mode’” 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**

12:00 **Lunch**