

## Admission

Applying to the Summer Programme is straightforward. Just fill out the electronic application form (available on [www.wti.org](http://www.wti.org)) and send it to: [hongkong@wti.org](mailto:hongkong@wti.org)

## Fees

The regular fee for attending the full two-week Summer Programme is 18,000 HKD. Applicants also have the option to attend for one week only (participation fee for one week: 10,000 HKD). Students get a 33% reduction on the tuition fee (12,000 HKD for the full two weeks, 7,000 HKD for one week).



## About Hong Kong

Hong Kong is one of the world's leading international financial centres and offers a variety of memorable tourist attractions within its compact area, with the Peak, Victoria Harbour and the Giant Buddha among the most awe-inspiring.



Although the city is known for its modern architecture, it is also home to some stunning landscapes and breath-taking scenery with country parks, nature reserves and more than 200 outlying islands.



[www.wti.org](http://www.wti.org)  
[www.law.cuhk.edu.hk](http://www.law.cuhk.edu.hk)

9 – 20 July 2012

# Summer Programme on Intellectual Property in Hong Kong

**CUHK Graduate Law Centre (Bank of America Tower), Hong Kong**

Jointly organized by the World Trade Institute of the University of Bern and the Law Faculty of the Chinese University of Hong Kong



香港中文大學  
The Chinese University of Hong Kong

The **WTI/CUHK Summer Programme on Intellectual Property in Hong Kong** brings together government representatives, scholars and practitioners from all over the world who wish to deepen their knowledge of the law and economics of international intellectual property (IP) protection.

Taught by distinguished academics and practitioners, the course equips you with an insight into today's and tomorrow's challenges in the field of IP. It is also a unique opportunity for you to establish valuable contacts with like-minded professionals and lecturers. The programme can be attended in a flexible, 'à la carte' way, i.e. you can choose to sign up for one or two course weeks depending on your needs and interests.



### **Week 1: The law and economics of intellectual property rights protection** 9 – 13 July 2012

Faculty: Thomas Cottier (WTI), Bryan Mercurio and Michael Pendleton (CUHK), Mathias Schaeli (Swiss Federal Institute of Intellectual Property), Intan Hamdan-Livramento (WIPO)



The first week introduces the international framework for IP protection from the Paris Convention to the WTO Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement), analyses the intellectual property rights (IPR) dispute settlement at the WTO and provides an overview of regional patent and trademark systems as well as of the treatment of IPR in preferential trade agreements. Furthermore, it offers an introduction to the main economic principles of innovation and IP protection.

### **Week 2: Understanding today's and tomorrow's IP challenges** 16 – 20 July 2012

Faculty: Peter K. Yu (Drake University), Michael Pendleton and Bryan Mercurio (CUHK), Mathias Schaeli (Swiss Federal Institute of Intellectual Property), Elliot Papageorgiou (Rouse, Shanghai).

The second course week provides you with specialised knowledge on the most cutting-edge issues in IP protection. The participants will gain an insight into the complex relationship of IPR with public health, new technologies, competition policies, and investment. It also focuses on other hot topics such as IPR enforcement, counterfeiting and piracy as well as IP protection in the digital environment. Finally, it provides an overview of the latest IP trends in Asia.

