

28 July – 8 August 2014

Summer Programme on International Intellectual Property

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

Jointly organised 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 International 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 during one or two course weeks depending on your needs and interests.

The Summer Programme offers a variety of extra-curricular activities in order to explore Hong Kong's fascinating tourist attractions.



Week 1: The Law and Economics of Intellectual Property Protection

28 July – 1 August 2014

Faculty: Thomas Cottier (World Trade Institute), Bryan Mercurio (Chinese University of Hong Kong), Peter K. Yu (Drake University), Mathias Schaeli (Swiss Federal Institute of Intellectual Property), Arno Hold (World Trade Institute).



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 Current and Future IP Challenges

4 – 8 August 2014

Faculty: Peter K. Yu (Drake University), Bryan Mercurio (Chinese University of Hong Kong), Ron Marchant (Former CEO, UK IP Office), Mathias Schaeli (Swiss Federal Institute of Intellectual Property), Arno Hold (World Trade Institute), Elliot Papageorgiou (Rouse, Shanghai).

The second week provides you with specialised knowledge on the most cutting-edge issues in the field of intellectual property. Participants will gain insights into the complex relationship of IP with public health, new technologies, competition policies, and investment. It also focuses on other hot topics such as IP 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.



Admission

Further information on the Summer Programme as well as the electronic application form can be found on: www.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). All students receive a 33% reduction on the tuition fee (12,000 HKD for the full two weeks or 7,000 HKD for one week). Students from the CUHK and the University of Bern receive an additional tuition fee discount (8,000 HKD for the full two weeks or 5,000 HKD for one week).

Certificates & ECTS Accreditation for European Students

Each participant will receive a certificate of attendance issued by the World Trade Institute and the Law Faculty of the CUHK. Two weeks' attendance of the Summer Programme is accredited with 5 ECTS points (European Credit Transfer System).



"The WTI/CUHK Summer Programme provides a great overview on the regional and international dimension of intellectual property protection and connects the dots between IP and new technologies, public health, competition and investment."

*Xiao Shenggao, PhD Candidate,
Wuhan University Law School*

"The WTI/CUHK Summer Programme allowed me to interact with a variety of students, professors and practitioners from all over the world that are working on intellectual property issues."

*Aurelia Tamò, Research Assistant,
Center for Law & Economics,
ETH Zurich*



"This course enhanced my knowledge of IP on a professional and a personal level. Coming from a developing country, this course provided a theoretical and practical toolkit to better understand the complex challenges of today's IP regime."

*Justin Sobion, First Secretary,
Permanent Mission of Trinidad and
Tobago to the UN, Geneva*