



Seminar on “International Technology Transfer – Licensing and ADR”

**Università degli Studi di Milano - Facoltà di Scienze Politiche
Milan, Italy
Tuesday November 28, 2017**

co-organized by:

Licensing Executives Society (LES) Italy
WIPO Arbitration and Mediation Center

Università degli Studi di Milano
Facoltà di Scienze Politiche, Economiche e Sociali (Sala Lauree)
Via Conservatorio 7, 20122 Milan, Italy

Moderators:

Mattia **Dalla Costa** (Attorney at Law, CBA Studio Legale e Tributario, and President of LES Italy)
Alessandro **Guerci** (Head of Patent Dept. - Whirlpool EMEA SpA and Member of the Executive Committee of LES Italy)

- 09.30 – 09.45 *Registration*
- 09.45 – 10.00 *Opening remarks*
Mattia **Dalla Costa** (President, LES Italy, Italy)
Ignacio **de Castro** (Deputy Director, WIPO Arbitration and Mediation Center, Switzerland)
- 10.00 – 10.15 **Introduction - New Frontiers in Licensing**
Mario **Benassi** (Dean, Master in "Management of Innovation and Entrepreneurship", Department of Economics, Management, and Quantitative Methods, University of Milano, Italy)
- 10.15 – 10.45 **Topic I: Negotiation and Enforcement of License Agreements - the View of the Industry**
Umberto **Simonelli** (General Counsel Brembo SpA, Italy)
- 10.45 – 11.15 **Topic II: Negotiation and Enforcement of R&D Agreements - the View of the Research Institution**
Michael **Gross** (Attorney at law, Fraunhofer-Gesellschaft, Department of Patent and License, LES Germany)
- 11.15 – 11.45 **Topic III: Sport Goods Licensing and Distribution**
Jochen **Schäfer** (Legal Counsel of the World and European Federation of the Sporting Goods Industry (WFSGI-FESI), LES Germany)
- 11.45 – 12.15 **Topic IV: Internet of Things: Patent Liability, Enforcement and Licensing**
John **Paul** (Attorney at Law, Finnegan, LES USA & Canada)
- 12.15 – 12.45 **Topic V: Settlement of IP Disputes**
José Miguel **Lissén** (Attorney at Law, Gómez-Acebo & Pombo Abogados, LES Spain)
- 12.45 – 13.00 *Questions & Answers*
- 13.00 – 14.00 *Lunch*

14.00 – 14.45	Topic VII: ADR for IP and Technology Disputes Ignacio de Castro (Deputy Director, WIPO Arbitration and Mediation Center) <ol style="list-style-type: none">(1) Arbitration and Mediation of IP and Technology Disputes (e.g., the WIPO Center's experience, including the unilateral Request for Mediation)(2) Selecting the Mediator or the Arbitrator (e.g., the open-ended panel of WIPO neutrals, giving effect to the parties' preferences, the selection and appointment procedure)(3) Practical Considerations for Dispute Resolution Mechanisms (e.g., dispute resolution clause drafting tips and what to avoid, examples of clauses and submission agreements, the WIPO Clause Generator, an in-house perspective, the role of the WIPO Center)(4) WIPO case examples
14.45 – 15.00	<i>Questions & Answers</i>
15.00 – 15.30	<i>Coffee break</i>
15.30 – 17.45	Topic VIII: Mock WIPO Mediation John Paul (Mediator); Corrado Druetta (Legal Counsel - Legal and Corporate Affairs, Comau SpA, industry - Party 1) Mattia Dalla Costa (counsel – Party 1) Michael Gross (research institution - Party 2) Jochen Schäfer (counsel – Party 2)
17.45 – 18.00	<i>Questions & Answers</i>
18.00	<i>Closing</i>