**Scientific Program**

The complete and up-to-date scientific program can be downloaded here in Italian, English, French and Spanish.

***"Applied Arts under IP Law:***

***the Uncertain Border between Beauty and Usefulness"***

15-16 September 2016

Centro Congressi Fontana di Trevi, Piazza della Pilotta 4, Rome

# Preliminary Congress Program

**Thursday, September 15, 2016**

**08.00 - 9.00 *Welcome and registration of participants***

**09.00 - 9.45 *Opening session***

 ***Welcome addresses***

………………………….., President of ALAI

 ………………………….., President of the Italian ALAI group

………………………….., representative of WIPO

…………………….……., representative of Italian Government

**09.45 - 10.15 International Framework of Copyright and Extra-Copyright Protection of Applied Art**

Berne Convention, Paris Convention, TRIPs (***General report***) - Sam Ricketson

**10.15 - 10.30*****Coffee break***

**10.30 - 13.00 Copyright and Design: Regional and National Approaches (Laws and Case Laws)**

the *Acquis Communautaire* - Uma Suthersanen

the French approach: *unité de l'art* - ……………………….

the Italian approach: the artistic value - Paolo Spada

the USA approach: the separability test - Eva E. Subotnik

the Latin American approach - Delia Lipszyc

limits of copyright and design: ideas, functionality, style and fashion- Peter Adamsson

***Moderator*** Igor Gliha

***Plenary discussion***

**13.00 - 14.30 *Lunch break***

**14.30 - 17.00 Other Forms of Protection for Applied Arts**

(Un)Registered Design Rights; Patents; Trade Marks; Unfair Competition

***Panel*** Fernando Carbajo, Mina Kianfar, Marshall Leaffer, Rosaria Romano, Tatsuhiro Ueno

 ***Plenary discussion***

**Friday, September 16, 2016**

**9.00 - 11.00 Business Strategies and Industry Perspectives**

How (Un)Availability of Different Kinds of Protection Affects Marketing Decisions

How (Un)Effective is the Protection in Case of Infringement

***Panel*** Italian Ministry of Economic Development (TBC), Marcella Panucci, Director General, Confindustria (TBC), Michael Goldmann (TBC), Tony Greenman (TBC)

 ***Moderator*** Jan Rosen

***Plenary discussion***

**11.00 - 11.15*****Coffee break***

**11.15 - 11.45 Applied Arts and Technology**

 ***General report* -** Pierre Sirinelli

**11.45 - 12.45 Technological Options in the Field of 3D Reproduction**

3D modeling and printing (3D scan, photogrammetry, etc.); on-line making available of 3D models and file security (examples of 3D modeling software, like Sculpteo, etc.)

***Panel*** (a 3D industry representative, an artist, an architect)

***Moderator*** …………………….

**12.45 - 14.00 *Lunch break***

**14.00 - 15.30 Legal Analysis: Challenges and Solutions** (part. 1)

International Framework: Differences among nationalsituations and involved rights (copyright, design and models, trade marks)

Difficulties related to complexities inthe value chain and the variety of entities involved(individuals, Fab Lab, platforms, manufacturers of digitization and printing devices and of printing materials)

***Panel*** Maria Letizia Bixio, Stefan Martin (TBC), Concha Saiz (TBC)

**15.30 - 15.45 *Coffee break***

**15.45 - 17.15** **Legal Analysis*:* Challenges and Solutions** (part 2)

Tools available/necessary to cover 3D Technologies. Exclusive rights vs Remuneration rights (private copy levy; reprography; ad hoc mechanism; compatibility with the three step test). Other IP protection systems. Technological protection measures.

Problems related to design patent and to Gebrauchsmuster.

Applicability of a s*ui generis* mechanism of collective management to Development & Innovation (patents)

***Panel*** Alessandro Cogo, Gaetano Dimita, Anikò Grad-Gyenge, Tierry Maillard, Keita Sato

 ***Plenary discussion***

**17.15 - 17.45 *Closing session***

**17.45 - 18.45 ALAI *General Assembly***