



UNIVERSITY OF
SAN FRANCISCO

School of Law



CHARLES UNIVERSITY

HARVEY & COMPANY
INTELLECTUAL PROPERTY LAW

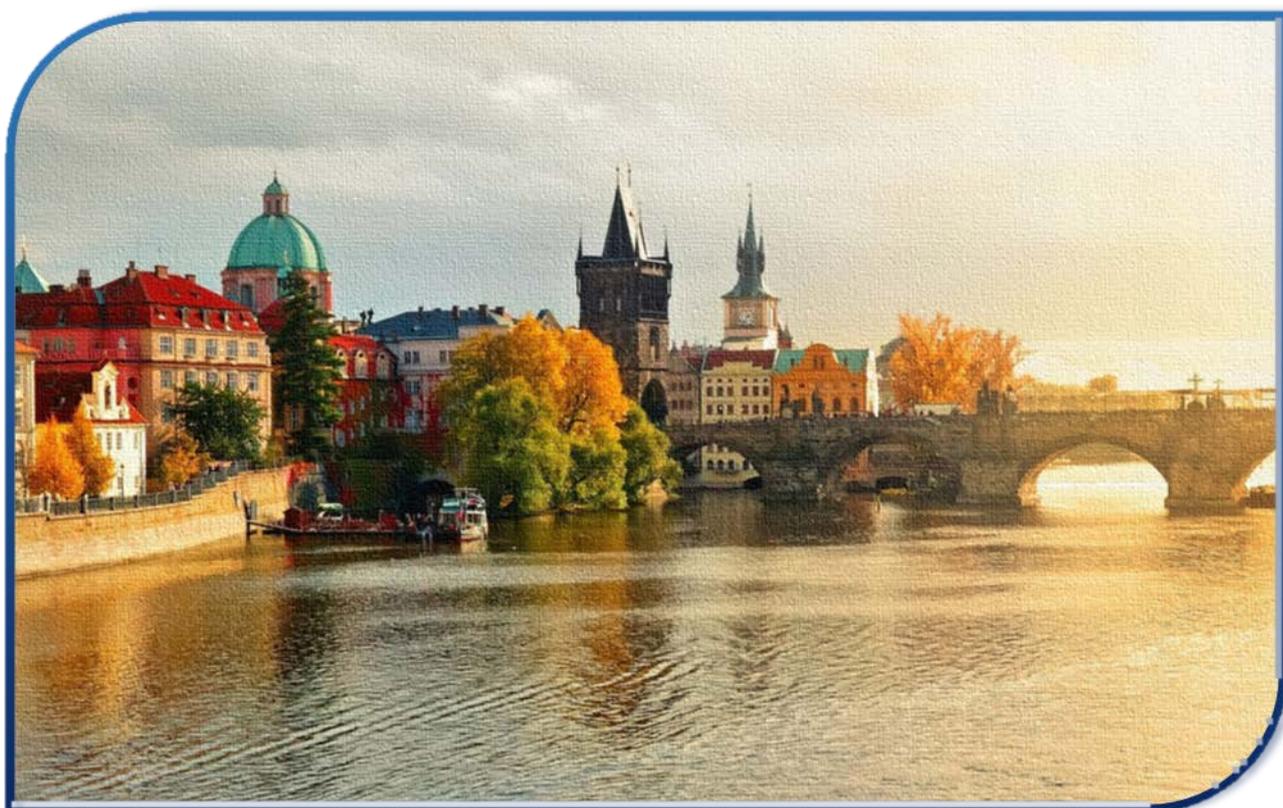
Trevisan & Cuonzo
Avvocati

CROSS BORDER INTELLECTUAL PROPERTY RIGHTS – EUROPE

ONE WEEK SUMMER COURSE 2018

Prague, 11th – 15th June 2018

5 days, 9.15 am - 1.15 pm



INTRODUCTION

Cross Border Intellectual Property Rights, Clearance, Registration and Enforcement

The course is being offered as a collaboration between University of San Francisco School of Law, Charles University of Prague, Harvey & Company, and Trevisan & Cuonzo Avvocati and brings together a unique combination of European law firm private practitioners, as well as in-house counsel providing a broad and diverse faculty of IP specialists.

Daily sessions will look at all key facets of intellectual property law focusing on the legal aspects of acquiring intangible rights, exploiting those rights and enforcing them.

Teaching will include presentations, case studies, hypotheticals as well as faculty-led discussions.

Participants will explore important aspects of intellectual property law with a pragmatic approach to product protection, company brand strategies as well as the best routes to IP enforcement.

Participants will be US graduate law students from the University of San Francisco.

Students will be called on to participate in lively, creative think-tank round table discussions. Each participant will be able to develop his/her know-how on innovative product and services protection through intellectual property in a business environment as well as to consider the various routes to IP enforcement.

COURSE DESCRIPTION

CANDIDATES

The one week 'summer intensive' is suitable for students who would like to develop greater knowledge and expertise in the specific sectors of Cross Border Intellectual Property Rights, Clearance, Registration, Protection and Enforcement. The objectives of the course are to expose students to a wide range of intellectual property rights and stimulate and create discussion. Participation in the Summer Intensive program is open to students from the following departments: law and business.

DURATION STRUCTURE AND SCHEDULE

The course will be held from June 11th through June 15th, 2018. Classes will be held Monday through Friday at Charles University in Prague from 9.15 am to 1.15 pm.

LOCATION

Charles University in Prague
Ovocný trh 3-5
Prague 1
116 36
Czech Republic

LANGUAGE

The language of instruction is English.

FACULTY

The instructors are legal professionals and in house counsel as well as a University of San Francisco IP law professor with solid teaching experience and private practice experience in Europe and in particular in Italy, France, The Netherlands and the UK as well as in the US. They will bring real life examples of IP cases and experiences to the classroom.

TEACHING MATERIALS

Participants have the opportunity to benefit from a wealth of information including handouts created by the teachers, with the aim of further investigating and understanding the subjects presented in the classroom during each day.

TEACHING METHODOLOGY

The approach is oriented toward interactive teaching. Lessons will be taught in English by the IP practitioners with expertise, covering the topics of European IP law presented in the course description. Discussion groups will be held in English. After examination of a particular case or issue, the afternoon sessions are dedicated to cultural visits and - where possible - linked to the legal topic presented.

EDUCATIONAL ORGANIZATION

The educational quality of the program is guaranteed; the teaching faculty have been selected by the program Co-Directors: USF Professor Peter Harvey and UK qualified Solicitor and qualified Italian Attorney, Julia Holden, based on professional and academic excellence and experience as well as their ability to be engaging teachers in the classroom. The Co-Directors assigned to the program ensure coordination between the students and faculty.

HOSTINGS FIRMS

Participants will be enrolled for a 5 week period in leading European law firms and businesses. During this stage, students will be assigned to assist their host firms on topics and issues which the firm is currently addressing which may consist of legal research, factual investigation, legal memoranda and similar.

Hosting firms include Trevisan & Cuonzo Avvocati (Milan); AKRAN IP s.r.l. (Rome); Armengaud & Guerlain (Paris); Casalonga Avocats (Paris); DeGaulle Fleurance and Associates, (Paris); Swarovski (Leichtenstein); Boehmert & Boehmert (Berlin); Noerr LLP, (Alicante); DFMG Solicitors (Dublin); Grau & Angulo (Barcelona); Cleveland Scott York (London), and Curell Suñol SLP (Barcelona).

CULTURAL PROGRAM

Participants will be invited to join an IP related cultural program highlighting aspects of the city of Prague with an intellectual property link.

COURSE OUTLINE

11th JUNE

INTRODUCTION TO TRADEMARK LAW, DESIGN LAW AND COPYRIGHT LAW IN EUROPE. COMPARISONS WITH US LAW

Peter Harvey and Julia Holden

Legal Systems - National, European and International

Trademark Law

- Some Basics: What's and Why's of Trademark Law
- National Trademark Offices, European Trade Mark Office
- Clearance and Protection
- Administrative Bodies and Courts
- Criteria for Trademark Infringement

Design Law

- Some Basic What's and Why's of Design Law. Introducing the legal landscape.

Copyright Law

- Introduction to the Copyright Basics and Comparisons with US law

12th JUNE

PATENT LAW IN EUROPE - ACQUISITION OF PATENTS, DEFENCE AND CROSS BORDER PATENT LAW ENFORCEMENT

Gordon Harris

Patent Protection and Enforcement in Europe National and European Routes

- Protection and Enforcement of Patent Rights - Cross Border Patent enforcement in Europe
- Case Studies

13th JUNE

DESIGNS

Catherine Mateu

- How are Designs Protected?
- Design, Trade dress and Unfair competition
- Fluid Trademarks, Slogans, 3D Trademarks

14th JUNE

CROSS BORDER TRADEMARK STRATEGIES IN THE EUROPEAN UNION

Jonathan Clegg

- How are Trademarks cleared and registered in Europe?
- Opposition Procedures: Timing and Tests (Absolute and Relative Grounds), Case Law
- Grounds for Opposition, Invalidity, Revocation
- Pan-EU laws and National laws: the challenges

15th JUNE

CROSS BORDER TRADEMARK LITIGATION

Marlou van de Braak

- Handling cross border trademark litigation in Europe
- Social Media: tackling trademark issues online
- Online infringement and Counterfeiting
- IP Mediation in Europe
- Case Study: Intellectual Participation in IP Mediation

FACULTY PROFILES



Peter Harvey
US Attorney,
Harvey and Company

Course Co-Director

Peter Harvey is the founding partner of Harvey and Company in San Francisco. His practice emphasizes trademark, trade dress, copyright, trade secrets, and unfair competition litigation in U.S. federal courts. He also advises on IP rights clearance, registration and management. He has assisted clients in a wide variety of industries, including athletic footwear, banking, computer hardware and software, food, wine, motor vehicles, music and video, paper products, semiconductors, publishing, and communications, including high-technology businesses headquartered on the West Coast. Peter Harvey is an adjunct professor at the University of San Francisco.



Julia Holden
Jointly qualified Italian
Attorney and English
Solicitor,
Trevisan & Cuonzo

Course Co-Director

Julia advises Anglo-American companies and multinational corporations on intellectual property issues, in particular in relation to all aspects of trade mark protection in Italy including prosecution, litigation, anti-counterfeiting, unfair competition and customs monitoring. Julia has worked with clients from a broad range of industries including automotive, fast-moving consumer goods, entertainment, fashion and design, publishing, software and tourism.



Marlou van de Braak
Novagraaf

Marlou van de Braak advises on intellectual property matters with a focus on trademark and designs. For seventeen years, she was an IP litigation and IP transaction lawyer at renowned international law firms. Until she joined Novagraaf, she was the Head Legal of the Dutch Media Authority. Marlou has extensive experience in rendering strategic international IP advice, in (European) opposition, cancellation and revocation proceedings and in the drafting and negotiating of IP related settlement, license and transfer agreements. She is a WIPO mediator.



Jonathan Clegg
Cleveland Scott York

Jonathan enjoys the management of all kinds of trademark portfolios and has a great deal of experience in developing and maintaining commercially appropriate opposition strategies and in negotiating agreements. Keeping an educated eye on the evolution of his clients' portfolios and ensuring their commercial relevance are also roles he values.



Gordon Harris
Gowling WLG

Gordon conducts litigation in all UK and European Courts for clients seeking to protect their IP or those who have been accused of infringing on other people's rights. He is known as a fighter who will explore every avenue to get the right result, including, going to the Supreme Court to change over 100 years of patent law in order to ensure the right outcome for a client. He has conducted groundbreaking cases on designs and brands in the European Court of Justice and contested the validity of patents in the European Patent Office.



Catherine Mateu
Armengaud Guerlain

Catherine has more than fifteen years experience in French and European Intellectual Property law, serving clients that range from inventors, designers, nonprofit groups and local start-ups to multinational corporations. Her practice focuses on finding timely and cost-effective solutions to a wide array of patent, copyright, trademark, design infringement, strategic advice and licensing matters. She is bilingual in French and Spanish, and fluent in English and Basque.



Justin Butcher
Participating as part of IP Cultural Program

Justin Butcher is a writer, director, producer, actor and musician. His best known works include the award-winning solo play, Scaramouche Jones, directed by Rupert Gould as well as five plays for BBC Radio 4. He holds a BA and MA Honours degrees in Classics from Oxford University and is an Honours Graduate of the Drama Studio London.

HOW TO APPLY

Requirements

To be eligible you need to:

- USF students must have completed 28 law credits at USF School of Law, must be in good academic standing, and have health insurance coverage.
- Complete the international summer externship application, including a statement stating why you want to attend the course.
- Students must file weekly time-sheets and e-mail reflections with the USF Program Director and the USF Coordinator.
- Housing assistance available upon request.

Tuition and Fees

For tuition, please contact the University of San Francisco.

ACKNOWLEDGMENTS

University of San Francisco School of Law, Charles University of Prague, Co-Directors: Peter Harvey of Harvey and Company, and Julia Holden of Trevisan & Cuonzo Avvocati would like to thank the following law firms and industry partners for kindly agreeing to host the students of the University of San Francisco School of Law for 5 weeks following the one-week summer program:



BOEHMERT & BOEHMERT
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