

INTENSIVE IP EDUCATIONAL PROGRAMME

Dates: October to December 2025
Platform: MS Teams

MODULE 1

EUROPEAN UNION TRADE MARKS

Dates: Mon, 20 Oct – Tue, 21 Oct 2025

Duration: 10.5 hours

Module Description: This module provides a structured and practice-oriented introduction to the EU trade mark system, with a focus on the operational and legal functions of the EUIPO and its alignment with international frameworks. Delivered in collaboration with EUIPO experts, WIPO representatives, and PES universities, the module spans the full lifecycle of trade mark protection, covering application, examination, opposition, appeal, and cancellation proceedings, while anchoring theoretical foundations in real case studies.

MONDAY, 20 OCTOBER

TIME	SESSION
09:00 – 09:15	Welcome Speech Andrea DI CARLO, Deputy Executive Director, EUIPO
09:15 – 10:00	An Introduction to the EUIPO Pandelakis PANDELI, Corporate Strategy and Foresight Department, EUIPO
10:00 – 10:45	Intellectual Property Rights in the EU Giulia PRIORA, NOVA University Lisbon
10:45 – 11:30	Overview of Trade Mark Protection in the EU Pilar MONTERO, University of Alicante
11:30 – 12:15	Trade Mark Applications and Examination Proceedings Javier Fernández RESUA, Business Operations Department, EUIPO
12:15 – 13:15	LUNCH BREAK
13:15 – 14:00	The Madrid System for International Registration of Trade Marks TBC
14:00 – 14:45	Absolute Grounds for Refusal Kristin LÜDER, Business Operations Department, EUIPO
14:45 – 15:00	COFFEE BREAK
15:00 – 15:45	Opposition Proceedings Kieran HENEGHAN, Business Operations Department, EUIPO

TUESDAY, 21 OCTOBER

TIME	SESSION
09:15 – 10:00	Likelihood of Confusion Vera SEVASTIANOVA, Hanken School of Economics
10:00 – 10:45	Genuine Use and Reputation Irina SOTIROVA, Legal Affairs Department, EUIPO
10:45 – 11:30	Cancellation Proceedings Ewelina SLIWINSKA, Legal Affairs Department, EUIPO
11:30 – 12:15	Appeal Proceedings Ieva SMILGAINE, Boards of Appeal, EUIPO
12:15 – 13:15	LUNCH BREAK
13:15 – 14:00	Drafting of the Statement of Grounds Maurizio CRUPI, Boards of Appeal, EUIPO
14:00 – 14:45	Trade Mark Case Study I Patricia MARTÍNEZ-CARRASCO MESA, PONS IP
14:45 – 15:00	COFFEE BREAK
15:00 – 15:45	Trade Mark Case Study II David LIERN, Noerr Alicante IP S.L.

MODULE 2

REGISTERED EU DESIGNS

Dates: Mon, 03 Nov 2025

Duration: 5 hours

Module Description: This module offers a complete overview of the Registered EU Design system in the European Union, combining legal and procedural theory with practical casework. Delivered by experts from the EUIPO, WIPO, PES Universities, and the Talent Bank, it covers core aspects of design protection, ranging from application to enforcement, while introducing the international dimension of designs.

MONDAY, 03 November

TIME	SESSION
09:15 – 10:00	Overview of the Registered EU Design Vicente GIMENO, University of Alicante
10:00 – 10:45	Registered EU Design Applications Lehar LEHES, Business Operations Department, EUIPO
10:45 – 11:30	Industrial Designs: The Hague System for International Registration of Industrial Designs TBC
11:30 – 12:15	Invalidity Grounds and Proceedings Rebecca SANTANA DAVIES, Business Operations, EUIPO
12:15 – 13:15	LUNCH BREAK
13:15 – 14:00	Registered EU Design Infringement TBC
14:00 – 14:45	Design Case Study I Océane PHAN-TAN-LUU, Garoé Avocats
14:45 – 15:00	COFFEE BREAK
15:00 – 15:45	Design Case Study II Annemarie MALKMES, BomhardIP

MODULE 3

COPYRIGHT IN THE EUROPEAN UNION

Dates: Tue, 04 Nov – Wed, 05 Nov 2025

Duration: 10 hours

Module Description: This module delivers an exploration of copyright law as applied in the European Union, combining international treaty frameworks, EU-level directives, and national practices. Designed for participants seeking both conceptual clarity and procedural understanding, the course examines the core principles of originality, authorship, and rights, while also addressing infringement, exceptions, and case law. Key institutional actors, including the EUIPO Observatory, IP Helpdesk, WIPO, and PES Universities, contribute insight and practice-based knowledge.

TUESDAY, 04 November

TIME	SESSION
09:15 – 10:00	Introduction to Copyright Law in the European Union Jacques SABINE, University of Liverpool
10:00 – 10:45	International Copyright Treaties TBC
10:45 – 11:30	Copyright Directives in the EU Filippo COLANGELO, Observatory, EUIPO
11:30 – 12:15	Subject Matter of Protection Simon GEIREGAT, Ghent University
12:15 – 13:15	LUNCH BREAK
13:15 – 14:00	Originality in the European Union Julien CABAY, Université libre de Bruxelles
14:00 – 14:45	Bundle of Rights Ignacio RABASA MARTÍNEZ, European IP Helpdesk, University of Alicante
14:45 – 15:00	COFFEE BREAK
15:00 – 15:45	Authorship and Ownership Natalia WALCZAK, Maria Curie-Skłodowska University

WEDNESDAY, 05 November

TIME	SESSION
09:15 – 10:00	Copyright Knowledge Centre Véronique DELFORGE, Observatory, EUIPO
10:00 – 10:45	Copyright Infringement Ignacio RABASA MARTÍNEZ, European IP Helpdesk, University of Alicante
10:45 – 11:30	Defences: Limitations and Exceptions Véronique DELFORGE, Observatory, EUIPO
11:30 – 12:15	CJEU Jurisprudence on Copyright Ruth VELLA FALZON, University of Malta
12:15 – 13:15	LUNCH BREAK
13:15 – 14:00	Copyright Case Study I Maria SINANIDOU, Hellenic Copyright Organisation
14:00 – 14:45	Copyright Case Study II Maria Daphne PAPADOPOULOU, Hellenic Copyright Organisation

MODULE 4

PATENTS

Dates: Mon, 24 Nov - Tue, 25 Nov 2025

Duration: 9 hours

Module Description: This module delivers a systematic and practice-oriented overview of patent law, combining theoretical foundations with a comparative look at regional and international frameworks. The module explores the legal structure of the European Patent Convention, the Patent Cooperation Treaty, and key procedural and substantive patentability requirements. It concludes with case studies designed to consolidate participants' understanding of inventorship, infringement, and defences. The module is facilitated by experts from the EPO, WIPO, and PES Universities.

MONDAY, 24 November

TIME	SESSION
09:15 – 10:00	Introduction to Patents Francesca BUONO, University of Calabria
10:00 – 10:45	The European Patent Convention Reinoud HESPER, European Patent Office
10:45 – 11:30	Patent Cooperation Treaty (PCT): Essential Tool for Seeking Foreign Patent Protection TBC
11:30 – 12:15	Sufficiency of Disclosure and Claims Enrico LUZZATTO, European Patent Office
12:15 – 13:15	LUNCH BREAK
13:15 – 14:00	Patentable Subject Matter Dariusz KASPRZYCKI, Jagiellonian University
14:00 – 14:45	Novelty Alin SPERIUSI-VLAD, West University of Timisoara
14:45 – 15:00	COFFEE BREAK
15:00 – 15:45	Inventive Step Luisa Fernanda HERRERA SIERRA, Queen Mary University of London

TUESDAY, 25 November

TIME	SESSION
09:15 – 10:00	Patentable Subject Matter: Exclusions and Exceptions Enrico LUZZATTO, European Patent Office
10:00 – 10:45	Inventorship and Ownership Katarzyna WALER, European Patent Office
10:45 – 11:30	Patent Infringement and Defences TBC
11:30 – 12:15	Patent Case Study I Manuel Jesus PEREZ SANCHEZ, Herrero & Asociados, H&A
12:15 – 13:15	LUNCH BREAK
13:15 – 14:00	Patent Case Study II Emanuela GAIA ZAPPAROLI, Nunziante Magrone Studio Legale Associato

MODULE 5

IP VALUATION AND COMMERCIALISATION

Dates: Wed, 26 Nov 2025

Duration: 6 hours

Module Description: This module equips participants with the conceptual, strategic, and practical tools needed to unlock the commercial potential of intellectual property. Delivered in cooperation with leading actors in the European IP ecosystem and PES Universities, the module explores IP portfolio management, valuation methodologies, technology transfer mechanisms, and monetisation strategies. It places strong emphasis on the interface between innovation, finance, and policy to support evidence-based IP decision-making within public and private sector contexts.

WEDNESDAY, 26 November

TIME	SESSION
09:00 – 09:15	Welcome Stefan DOBREV, European Institute of Innovation & Technology
09:15 – 10:00	Understanding the Innovation Ecosystem: The Strategic Role of IP Across the Value Chain Massimiliano GRANIERI, University of Brescia
10:00 – 10:45	Knowledge Valorisation Federica BALDAN, DG RTD
10:45 – 11:30	Legal and Economic Foundations of IP Management Giovanni ZAZZERINI, INSME/LUISS Guido
11:30 – 12:15	IP Portfolio and Strategy Development TBC
12:15 – 13:15	LUNCH BREAK
13:15 – 14:00	IP Licensing: Models, Risks and Opportunities İdil Buse KÖK HAZER, Middle East Technical University
14:00 – 14:45	IP Commercialisation and Monetisation Marek SALAMONOWICZ, Kazimierz Wielki University (Casimir The Great University)
14:45 – 15:00	COFFEE BREAK
15:00 – 16:30	What Investors Want: Start-up Funding and Venture Capital Asier RUFINO BENGOCHEA, Tecnalia

MODULE 6

GEOGRAPHICAL INDICATIONS

Dates: Wed, 10 Dec 2025

Duration: 5 hours

Module Description: This specialised one-day module introduces participants to the legal, economic, and international dimensions of Geographical Indications (GIs), combining doctrinal knowledge with institutional insights and real-world examples. Delivered by experts from PES Universities, WIPO, the European Commission (DG AGRI), and the EUIPO, the module explores the policy landscape, the Geneva Act, and the practicalities of protecting GIs for both agricultural and industrial products.

WEDNESDAY, 10 December

TIME	SESSION
09:15 – 10:00	Overview of Geographical Indications Caroline LE GOFFIC, Université de Lille
10:00 – 10:45	Legal Framework and Policy Bernardo CALABRESE, Università degli studi di Verona
10:45 – 11:30	WIPO Standing Committee on Trademarks, Industrial Designs and Geographical Indications TBC
11:30 – 12:15	Economic Impact of Geographical Indications Kay DUNN, Queen Mary University of London
12:15 – 13:15	LUNCH BREAK
13:15 – 14:00	International Aspects and the Geneva Act Luca CIANFONI, DG AGRI
14:00 – 14:45	Practical Examples and Real-Life Applications Luca CIANFONI, DG AGRI
14:45 – 15:00	COFFEE BREAK
15:00 – 15:45	Geographical Indications for Craft and Industrial Products Franciska SCHÖNHERR, Business Operations Department, EUIPO

MODULE 7

COMMUNITY PLANT VARIETY RIGHTS

Dates: Thu, 11 Dec 2025

Duration: 4 hours

Module Description: This one-day module introduces participants to the European Union's framework for protecting new plant varieties under the Community Plant Variety Rights (CPVR) system. Delivered in collaboration with the Community Plant Variety Office (CPVO) and PES Universities, the module explores the legal structure, enforcement scope, and practical applications of CPVR. It also addresses the critical interface between plant variety denominations, trade marks, and geographical indications (GIs), enhancing participants' understanding of overlapping IP regimes in the agri-food and biotechnology sectors.

THURSDAY, 11 December

TIME	SESSION
09:15 – 10:00	Overview of Community Plant Varieties Pilar INIGUEZ ORTEGA, University of Alicante
10:00 – 10:45	The CPVR System Andrea PONTECORVI, Community Plant Variety Office
10:45 – 11:30	Scope of CPVR Protection and Enforcement Andrea PONTECORVI, Community Plant Variety Office
11:30 – 12:15	Interface Between Variety Denominations, Trade Marks and GIs Matevž FORTIN, Community Plant Variety Office
12:15 – 13:15	LUNCH BREAK
13:15 – 14:00	Licenses of CPVR Alexandre CHRIST, Community Plant Variety Office