

# INTELLECTUAL PROPERTY SUMMER ACADEMY

*Organized by*

**Intellectual Property Rights Center of Armenia &  
American University of Armenia**

**June 29 – July 3, 2015 Yerevan, Armenia**

## AGENDA

### **Friday, June 26, 2015**

International participants arrive at Yerevan Zvartnots Airport. The participants will be taken by minibuses to the hotel/s.

[5:00pm]      Transportation of International participants to the American University of Armenia for Orientation Meeting with AUA and IPRC representatives  
40 Marshal Baghramyan Ave., Yerevan, Armenia

### **Saturday , June 27, 2015**

Personal Time in Yerevan or an optional trip to TBD.

### **Saturday , June 28, 2015**

Personal Time in Yerevan or a an optional trip to TBD.

### **Monday, June 29, 2015**

9:30 am      Opening Remarks

9:40 am      Introductions

10:00 am     Introduction to the US Intellectual Property System: History, Treaties Ratified by the US; Domestic Laws and Regulations

11:00 am     Coffee Break

11:15 am     Introduction to the US Intellectual Property System: Federal administrative agencies (US Copyright Office, USPTO, etc.), Quasi-Judicial bodies for dispute

resolution; Judicial dispute resolution

- 12:00 pm Lunch
- 1:00 pm Introduction to the European Intellectual Property System: A brief history and overview
- 2:00 pm Introduction to US patent law including Utility, Plant and Design patents; provisional, non-provisional, divisional and continuation patents; US Patent Law reform under the AIA and impact on patent claim and application drafting.
- 3:00 pm Coffee Break
- 3:15 pm US Copyright law history and overview; US copyright subject matter; Exclusive rights; Publication; Ownership
- 4:00 pm Copyright Registration Benefits and Procedure; Term of Protection; Filing/Registration Costs
- 5:00 pm **End of Day 1**

## **Tuesday, June 30, 2015**

- 10:00 am Copyright Infringement (direct and secondary infringement), Defenses (including Fair Use), Remedies; Digital Millennium Copyright Act (DMCA); Licensing (grant, spectrum of licenses, rights/permissions, moral rights, statutory termination right)
- 11:00 am Coffee Break
- 11:15 am The Role, Functions and Authorities of Collective Management Organizations (CMOs): BMI, ASCAP, SESAC, SACEM, SOCAN; Major Issues that US CMOs and other stakeholders Face, including issues in the Internet
- 12:00 pm Lunch
- 1:00 pm Patents: What Patents Do / Do Not Do? Why you would (or would not) file a patent application;
- 2:00 pm Example(s) of patent application(s)
- 3:00 pm Coffee Break
- 3:15 pm Introduction to trade secrets under US law including state laws and Uniform Trade Secrets Act; Comparison to patent law protections; Subject matter of trade secrets.

4:00 pm Establishing Secrecy including reasonable precautions in view of circumstances; Factors establishing reasonableness; Preventive and security measures (proprietary notices, non-disclosure and confidentiality agreements, restricting access, etc.)

5:00 pm **End of Day 2**

### **Wednesday, July 1, 2015**

10:00 am Patent filing, prosecution, issuance and maintenance (procedure, duration and applicable fees)

11:00 am Coffee Break

11:15 am Transfer of Trade Secrets – assignment, licenses.

12:00 pm Lunch

1:00 pm Patentability of business methods in the field of information technologies in the US (US regulations, procedures, filing costs and examples).

2:00 pm Patentability of business methods in the field of information technologies in the US (US regulations, procedures, filing costs and examples) - *Continued*.

3:00 pm Coffee Break

3:15 pm U.S. Trademark Law History and Overview; Subject Matter; Trade Dress; Inherent Strength of Marks (generic, highly descriptive, descriptive, suggestive, arbitrary, fanciful); Acquired Strength of Marks

4:00 pm Trademark Infringement & Unfair competition – Judicial Doctrine: Contributory infringement, "Likelihood of Confusion Test", Dilution, Reverse confusion, Surveys and experts, Advertising, Endorsements; Defenses (including free speech, descriptive fair use, nominative fair use)

5:00 pm **End of Day 3**

### **Thursday, July 2, 2015**

10:00 am Finding prior art and what sources one can/should consider; Patent filing and

registration (procedure, duration and applicable fees) in Europe.

- 11:00 am Coffee Break
- 11:15 am Patent examination standards including evaluation against prior art and for sufficiency of disclosure (Sections 102, 103 and 112); Subject matter eligibility under Section 101, including patentability of business methods and biotechnology
- 12:00 pm Lunch
- 1:00 pm Trademark filing and registration (procedure, duration and costs) in the US; Trademark use requirement for foreign applicants and abandonment; Cancellation proceedings (including non-use cancellation)
- 2:00 pm Quasi-Judicial/administrative proceedings for trademark disputes (including opposition, cancellation, and limitations at the USPTO Trademark Trial and Appeal Board); Trademark Licensing and Franchising, including the goodwill requirement and post-license infringement
- 3:00 pm Coffee Break
- 3:15 pm Misappropriation of Trade Secrets: Wrongful disclosure; Wrongful acquisition or use by strangers; Disclosure by licensee
- 4:00 pm Defenses; Recent US case law on trade secrets; civil and criminal claims; standard of proof for misappropriation; expert witnesses, preserving secrecy, remedies.
- 5:00 pm **End of Day 4**

### **Friday, July 3, 2015**

- 10:00 am Domain name law and international agreements: History, overview, and applicable authorities (including Internet Corporation for Assigned Names and Numbers (ICANN)); Interplay of Trademarks and domain names (Anti-Cybersquatting Legislation, Trademark Clearinghouse, Uniform Domain Name Dispute Resolution Policy (UDRP), Uniform Rapid Suspension (URS) for new Top Level Domains (TLDs)); Take-down website procedures
- 11:00 am Coffee Break
- 11:15 am Counterfeiting and seizures by the U.S. Customs Service (seizure orders, limitations on seizure orders, wrongful seizures, liability, criminal counterfeiting)
- 12:00 pm Lunch
- 1:00 pm Trademarks: Remedies (damages, attorney's fees, injunctions); Criminal

prosecution

- 2:00 pm Patent ownership and transfer of rights including licenses, assignments and other agreements;
- 3:00 pm Coffee Break
- 3:15 pm Infringement theories including literal infringement and infringement under the doctrine of equivalents; and direct, divided and indirect infringement; Remedies for patent infringement (equitable remedies including declaratory judgments, injunctions, damages, willful infringement treble damages & attorney fees)
- 4:00 pm Copyright & Trademark assignment, license, transfer – Recordation; Powers of Attorney; Costs; Structuring the Document – goodwill, exclusive rights, releases, limitations, compensation, forward-looking treatment in terms of assignment, releases, derivative works, duration, and registration of later works/marks
- 5:00 pm **End of Day 5**

**Sunday, July 5, 2015**

International participants depart Yerevan from Zvartnots Airport by minibus arranged by IPRC from their hotels to the airport.