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Project Title: Promoting Intellectual Property Law Studies in the Mediterranean Region (IP-MED)

Project acronym: IP-MED

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Guest lectures at the ENPI South partner HEIs - Palestine

Agenda

Tuesday 14-02-2017

09:30-13:00 Rebeca Nieto. Patent concepts related to Technology Transfer

- Patents: Basics
- Differences between Patents, Utility Models and Trade Secrets
- Should I register? Advantages & Disadvantages
- Measures to be adopted before filing a patent
- Exploitation of a patent: grant a license vs assign the patent

14:00-16:00 **Ernesto Cebollero**. Trademark Law, relative grounds for protection.

- Preliminary comments about the relevance of trademarks.

Delimitation of trademark boundaries with respect to other IP rights. Possibility to accumulate several protections. Definition of the relevant features of a TM system (costs, length, enforcement). Practical examples.

- General overview of the EU trademark system (including the relevant institutions, registration procedure, and interaction with the national trademark systems).

Wednesday 15-02-2017

Rebeca Nieto: 9:00-10:00 (small break) 10:00-11:00

Technology Transfer (Part 1)

- Technology transfer concept
- Benefits
- Commercialization
- Contract basics: Parts of the contract & adaptation of it to the activity to be developed
- Confidentiality Agreement

Ernesto Cebollero: 11:15-13:00 (small break) 14:00- 15:15

Trademark Law, absolute and relative grounds for protection.



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- 1.-Absolute grounds
- 2.-Relative grounds
- 2.1.-Regular ("Likelihood of confusion")
- Signs comparison: general criteria
- Products and services comparison: general criteria
- Likelihood of confusion: additional issues
- 2.2- Special (Reputed Trademarks)

Thursday 16-02-2017

Rebeca Nieto: 9-10:15 (small break) 10:15-11:30

Technology Transfer (Part 2)

- Consultancy Agreement
- Material Transfer Agreement
- Research & Development Agreement

Ernesto Cebollero: 12:45-13:45 (small break) 14:00- 15:00

Trademark Law.

- Trademark Law, relative grounds for protection: practical examples
- Rights of a trademark holder (civil and criminal actions)



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