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List of IP topics for Guest lecture

Here is the list of the topics proposed by Dr. Ernesto regarding trademarks:

- 1. Concept of trademark, including a reference to the functions of a trademark.*
- 2. Relative Grounds (conflicts with third parties' rights when filing for a trademark application).*
- 3. Absolute Grounds (problems related to the fulfillment of the requirements of a trademark to be registered as such).*

(The 3 bullets above would be explained making use of practical examples and real life cases from the General Court and the Court of Justice of the European Union).

- 4. Very general overview of the registration procedure-using as an example that within the EU- (including potential appeals before the General Court and the Court of Justice of the European Union) ...it may be useful for the audience to get a flavor of what are the costs, timing and effort that may imply to get a trademark registered.*
- 5. General introduction to the system of the EU trademark (legislation, principles, general functioning, etc)*
- 6. General introduction to the European Union Intellectual Property Office (statistics, daily functioning, tasks).*
- 7. Delimitation of a trademark rights with other IP rights (industrial property and copyright). Special emphasis on the possibility to accumulate protections (trademark + design + copyright) on the same piece of work.*
- 8. Rights conferred to a trademark owner.*
 - a. "Regular" protection based on the likelihood of confusion*
 - b. Enhanced protection based on reputation (4 types)*
- 9. Trademarks and domain names (general overview).*
- 10. Reputed trademark, assessment criteria.*
 - a. Cuantitative Vs cualitative*
 - b. Reputation needed in the country where the mark is registered?*

11. *Exhaustion of trademark rights.*
12. *Likelihood of confusion relevant criteria (similarity of goods, similarity of the marks, end users, level of attention, etc.)*
13. *Use of a trademark:*
 - *Use requirement. General overview*
 - *Use requirement: geographical approach*
 - *Use requirement: criteria to assess if the use is relevant or not (not geographically speaking).*
 - *Use in a way that differs from the form on which it was registered.*
14. *Issues to consider when licensing a trademark (what if the licensee harms the image of the trademark?).*
15. *Practical tips to prepare a trademark action (infringement).*

Here is the list of the topics proposed by Dr.Rebeca regarding patents:

1. *Concept of patent: differences with utility model and trade secrets*
2. *Advantages and disadvantages of patenting: should I register a patent?*
3. *Patentability requirements: special attention to novelty*
4. *Grace period: concept and applicability*
5. *Rights conferred to the patent owner: right to exclude*
6. *Inventions that can be protected and exclusions*
7. *Inventions created by workers*
8. *Measures to be adopted before filing a patent: disclosure, confidentiality agreements, commercial viability... (Inventors' main mistakes)*
9. *Patent as a territorial right: consequences*
10. *Exploitation of a patent: grant a license vs sell the patent*
11. *Patent enforcement: enforced in a court on the initiative of the right owner. (responsibility of the legal owner to monitoring)*



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- 12. General overview of the registration procedure-PCT*
- 13. Concept of technology transfer*
- 14. Technology Transfer contracts: peculiarities*
- 15. Basic structure of a contract*
- 16. Main types of contracts related to inventions: Confidentiality agreements,
Research and Development Agreement, Technical Support Services, Material Transfer
Agreement, Licenses.*
- 17. Main clauses of each contract*
- 18. Conflict resolution: some ideas to consider when negotiating*



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