



**UNIVERSITÀ
DI TORINO**



July 13, 2023

Aula Magna, Campus Luigi Einaudi, Lungo Dora Siena 100/A, Turin

ANNUAL CONFERENCE

of the Master of Laws (LL.M.) in Intellectual Property

“The Future of Intellectual Property: A Transnational Perspective”

Jointly organized by the University of Turin, the World Intellectual Property Organization, the Turin School of Business Administration and the Consortium for Research and Permanent Education

I. Welcome Remarks

10.00-10.30

Prof. Raffaele Caterina, Dean, Department of Law, University of Turin

Mrs. Martha Chikowore, Acting Head, Academic Institutions and Executives Programs, WIPO

Mr. Davide Caregnato, Director, Turin School of Business Administration

Prof. Alessandro Cogo, Department of Law, University of Turin, Scientific Director of the Master

II. Past, Present and Future of IP: A View From the Founders of the Master

10.30-12.30

Chair: Prof. Paolo Montalenti, Department of Law, University of Turin

Prof. Gianmaria Ajani, Interuniversity Department
of Regional and Urban Studies and Planning, University of Turin

Mrs. Carlotta Graffigna, Former Executive Director, WIPO Academy

Prof. Mpazi Sinjela, Unicaf University, Lusaka

Prof. Marco Ricolfi, Department of Law, University of Turin

*Interventions from the Alumni Community and the Deans and Directors of the WIPO Joint Master Programs
Participating to the WIPO International Network for IP Education*

Break – Light Lunch Offered by the Organizers

12.30-14.00

III. Aims and Dynamics of Trademark and Copyright Protection

14.00-15.00

Chair: Mrs. Silvia Vitro, Chief Judge of the Court of Turin, Intellectual Property Division

Prof. Irene Calboli, Texas A&M University, *Overlapping TM/Copyright and the Expansion of Character Merchandising in the Past Two Decades*

Prof. Eleonora Rosati, Stockholm University, *The Changing Face of Copyright: Interpretative Standards and Approaches in CJEU Case Law*

Questions and Answers

IV. Innovating the Protection of Heritage

15.00-15.50

Chair: Prof. Maurizio Borghi, Department of Law, University of Turin

Prof. Cristiana Sappa, IÉSEG Management School Lille, *The evolving role of copyright in the cultural heritage sector*

Dr. Selin Özden Merhaci, Ankara University, *Protecting Cultural Heritage: Traditional Product Names (Traditional Specialities Guaranteed) according to the Turkish Code of Industrial Property*

Questions and Answers

Break

15.50-16.00

V. Developments in the Law of Patents

16.00-17.00

Chair: Mrs. Emanuela Germano Cortese, Judge of the Court of Appeal of the Unified Patent Court

Dr. Justyna Ożegalska-Trybalska, Jagiellonian University, Krakow, *Rethinking Patent Law for New Technologies*

Dr. Dariusz Kasprzycki, Jagiellonian University, Krakow, *Do We Expect More from the Invention than Being Sufficiently Disclosed? Around the Plausibility/Enablement Question*

Questions and Answers

VI. Artificial Intelligence and Intellectual Property

17.00-18.00

Chair: Dr. Enrico Bonadio, City University, London

Prof. Giancarlo Frosio, Queen's University, Belfast, *Generative AI and IP*

Prof. Maria Vazquez, University of San Andres, Buenos Aires, *The Ethics of Generative AI in Music: The Future of IP & AI-Driven Composition*

Questions and Answers

VI. Closing Remarks

[Please register here.](#)

For the benefit of those who cannot attend in person, the conference will be streamed online at the following address:

<https://unito.webex.com/unito/j.php?MTID=m192da44dd1b12020d7e75207921d2c07>

Lawyers attending the conference are entitled to formative credits.