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Seminar on  
**International Technology Transfer:  
Licensing and ADR**

**Università degli Studi di Milano - Facoltà di Scienze Politiche  
Milan, Italy  
Tuesday November 28, 2017**

Università degli Studi di Milano  
Facoltà di Scienze Politiche, Economiche e Sociali (Sala Lauree)  
Via Conservatorio 7, 20122 Milan, Italy

*Moderators:*

Mattia **Dalla Costa** (Attorney at Law, CBA Studio Legale e Tributario, and President of LES Italy)

Alessandro **Guerci** (Head of Patent Dept. - Whirlpool EMEA SpA and Member of the Executive Committee of LES Italy)

- 09.00 – 09.30     *Registration*
- 09.30 – 9.45     *Opening remarks*  
Mattia **Dalla Costa** (President, LES Italy, Italy)  
Ignacio **de Castro** (Deputy Director, WIPO Arbitration and Mediation Center, Switzerland)
- 9.45 – 10.00     **Introduction - New Frontiers in Licensing**  
Mario **Benassi** (Dean, Master in "Management of Innovation and Entrepreneurship", Department of Economics, Management, and Quantitative Methods, University of Milano, Italy)
- 10.00 – 10.30     **Topic I: Negotiation and Enforcement of License Agreements - the View of the Industry**  
Umberto **Simonelli** (General Counsel Brembo SpA, Italy)
- 10.30 – 11.00     **Topic II: Negotiation and Enforcement of R&D Agreements - the View of the Research Institution**  
Michael **Gross** (Attorney at law, Fraunhofer-Gesellschaft, Department of Patent and License, LES Germany)
- 11.00 – 11.20     **Coffee break**
- 11.20 – 11.50     **Topic III: Sport Goods Licensing and Distribution**  
Jochen **Schäfer** (Legal Counsel of the World and European Federation of the Sporting Goods Industry (WFSGI-FESI), LES Germany)
- 11.50 – 12.20     **Topic IV: Internet of Things: Patent Liability, Enforcement and Licensing**  
John **Paul** (Attorney at Law, Finnegan, LES USA & Canada)
- 12.20 – 12.50     **Topic V: Settlement of IP Disputes**  
José Miguel **Lissén** (Attorney at Law, Gómez-Acebo & Pombo Abogados, LES Spain)
- 12.50 – 13.00     *Questions & Answers*
- 13.00 – 14.00     *Lunch*

14.00 – 14.30	<b>Topic VII: ADR for IP and Technology Disputes</b> <b>Chiara Accornero</b> (Assistant Legal Officer, WIPO Arbitration and Mediation Center) <ol style="list-style-type: none"><li>(1) Arbitration and Mediation of IP and Technology Disputes (e.g., the WIPO Center's experience, including the unilateral Request for Mediation)</li><li>(2) Selecting the Mediator or the Arbitrator (e.g., the open-ended panel of WIPO neutrals, giving effect to the parties' preferences, the selection and appointment procedure)</li><li>(3) Practical Considerations for Dispute Resolution Mechanisms (e.g., dispute resolution clause drafting tips and what to avoid, examples of clauses and submission agreements, the WIPO Clause Generator, an in-house perspective, the role of the WIPO Center)</li><li>(4) WIPO case examples</li></ol>
14.30 – 14.45	<i>Questions &amp; Answers</i>
14.45 – 17.45	<b>Topic VIII: Mock WIPO Mediation</b> John <b>Paul</b> (Mediator) Corrado <b>Druetta</b> (Legal Counsel - Legal and Corporate Affairs, Comau SpA, industry - Party 1) Mattia <b>Dalla Costa</b> (counsel – Party 1) Michael <b>Gross</b> (research institution - Party 2) Jochen <b>Schäfer</b> (counsel – Party 2)
17.45 – 18.00	<i>Questions &amp; Answers</i>
18.00	<i>Closing</i>