



PROGRAM

for

NINTH ANNUAL WORKSHOP OF EIPTN – 2016

4th – 5th July 2016, ULSIT, Sofia, Bulgaria



*European Intellectual Property Teachers Network Ltd.
2016 Workshop*

9.00 - 9.45 am - REGISTRATION

9.45 - 10.00 - Welcome Vice rector of ULSIT - Prof. DSc. Ivan Garvanov

10.00 - 11.00 Session 1. Problem/ Case based teaching and simulation

Chair, Tereza Trencheva

Peter Harrison - *'Problem-based Learning: Does Panacea have an Achilles Heel?'*

Miglena Molhova - *'Developing students' conceptual reasoning using model method in teaching intellectual property in the digital economy'*

11.00 - 11.30 COFFEE

11.30-13.00 Session 2. Problem/case based teaching and simulation

Chair, Alison Firth

Fanny Koleva - *'Methodology for evaluation of cases in the classes in "Unfair competition"'*

Wei & Borghi - *'Improving moot court for teaching trade mark law: experience and lessons at Bournemouth'*

Caroline Pamp - *'IP Contract Analysis'*

13.00-14.00 LUNCH

14.00-15.30 Session 3. Teaching across disciplines

Chair, Adoration Perez

Diana Nikolova - *'Teaching and Testing IP Law at a Technical University'*

Sniedze Sreibere - *'This subject is included in all BA curriculum'*

Maria Markova - *'Advertising as an intellectual property'*

Trencheva & Todorova - *'Multi-disciplinary teaching approach in preparation of Bachelor's students in Library and Information Management'*

15.30 - 16.00 TEA

16.00-17.00 Session 4. EUIPO and EPO Materials

Chair, Petra Zikovska

Juan Suárez Martín, (EUIPO) *'EUIPO Learning Platform and IP content'*

Laurent Manderieux - *'The use of EUIPO / EPO certificates of competence for the teaching of IP law'*

ANNUAL DINNER

9.00-10.45am Session 5. IP Management/practitioner involvement

Chair, Janice Denoncourt

Ruth Soetendorp & Anand Varu- *'Integrating industry and practitioner experience in IP Management education'*

Rumiana Brestnichka - *'Teaching Trademark Portfolio Management'*

Claire Howell - *'The Patent Intellectual Property and Entrepreneurship [PIPE] Club'*

10.45-11.15 COFFEE

11.15-13.00 Session 6. Technology challenges and technology solutions

Chair, Mike Adcock

Haris Hasic - *'Tough Crowd - Teaching and instilling the value of Copyright in a generation of "Pirates"'*

Ian Hartwell - *'Holistic Depiction of Intellectual Property'*

Santa-Soriano & Oliveira-Pires - *'Exploring new learning formats in Innovation Management: the case of #MOOC VT'*

Bronwen Jones - *'Online IP Asynchronous Debate Project using Facebook: the Outcomes'*

13.00 CLOSING REMARKS

LUNCH

The Organizing Committee

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