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## Spring Public Lectures Series 2016

Our public lectures series on topical issues of intellectual property law and policy is open to anyone to attend, but space is limited.

Please email Mandy Lynch <[alynch@bournemouth.ac.uk](mailto:alynch@bournemouth.ac.uk)> to reserve a place on one or all of the lectures. The events will take place at the Executive Business Centre Road, close to Bournemouth train station (89 Holdenhurst Road, Bournemouth BH8 8EB).

**Maria Lillà Montagnani** (Bocconi University, Milan)

*Public art and copyright law*

Thursday 18 February, 18:00, room EB 206

If copyright law is meant to protect works of art so that they can be communicated to the public without the risk of being appropriated, those artworks that are meant to be displayed in public spaces constitute a special form of art, named public art, that, even more than others, is inherently communicated through its being sited in spaces that are accessible to all. After providing a tentative categorization of public artworks and after reconstructing the current copyright law framework, it emerges that public art is a vague notion that does not have a univocal or universal definition within copyright law but it changes according to the national jurisdictions. Further analysis also points out that the specific features of public art alter the scope of copyright protection as well as the way into which copyright law usually strikes the balance between the public and private interests.



Maria Lillà Montagnani is Associate Professor in commercial law at Bocconi University, Milan, and Director of ASK (Art, Science and Knowledge) Research Centre

**Martin Senftleben** (VU University of Amsterdam)

*The future of publishers in the online environment*

Thursday 17 March, 14:00, room EB 206

In light of the challenges of digital technology, publishers are experimenting with new business models. As recent research results in the Netherlands show, these new models are based on a broader media experience, including community building, increased content aggregation, shared content production with users, and tailor-made content offers that seek to satisfy individual information needs during the course of the day. Against this background, the question arises which legal framework is necessary to support these initiatives and allow new business models in the publishing sector to flourish. After an overview of the main findings of the research undertaken in the Netherlands, the talk will address this question. In this context, issues of data base and trade mark protection will enter the picture besides copyright protection standards. Moreover, it will become apparent that exceptions and limitations can play a crucial role whereas new layers of protection, such as a neighbouring right for publishers, may have less added value.



Martin Senftleben is Professor of Intellectual Property at VU University of Amsterdam, and Of Counsel in the Intellectual Property Practice of Bird & Bird, The Hague

**Vicki Salmon** (IP Asset LLP)

*The Unified Patents Court and the Unitary Patent*

Thursday 21 April 18.00, room EB 206

After more than 50 years in preparation, a unitary patent and unified patents court is now around the corner. Work has started on setting up the court, with a view to it ensuring that it is up and working in the next couple of years. European patent attorneys will be able to represent clients before the UPC. This talk will provide an overview of this topic and address issues which patent attorneys will be dealing with in their practices in the near future in relation to the UPC and unitary patent.



Vicki Salmon is a partner at IP Asset LLP. She is a member of the CIPA Council and chairs its Litigation Committee. She has been active on behalf of CIPA in monitoring the developments of the UPC and UP legislation and lobbying for changes.