

Talk date/title	Talk description
<p>Monday June 1st, 2026 Welcome and Introduction to the WIPO/BU-CIPPM Summer School</p>	<p>The Summer School will commence with welcome introductions by representatives of World Intellectual Property Organisation (WIPO) Academy; Bournemouth University (BU) and the Centre for Intellectual Property, Policy & Management (CIPPM). Delegates will also be introduced to the Summer School Programme and WIPO Tools and Resources on the first day followed by setting up the formation of the Summer School Student Groups. The day will conclude with a Masterclass in Intellectual Property Law, by the Director of CIPPM, <u>Prof. Dinusha Mendis</u>.</p>
<p>Tuesday June 2nd, 2026 Private Lives, Public Domains: The Legal Lives of Anne Frank's Diaries</p>	<p>Anne Frank dies in 1945, so why isn't her diary freely available to everyone today? Join us for a full day session that uses one of the 20th century most famous texts to unpack how copyright law shapes what we are allowed to read, share and remember. Across four talks, we will trace the diaries many physical versions, untangle its tangled copyright status, and dig into the recent Court of Justice of the EU case on geo-blocking and VPNs – a ruling that could reshape how (public domain) works circulate online. This day of sessions will be led by <u>Dr Claudy Op den Kamp</u> (Principal Academic in Film and Faculty Member, Deputy Director, CIPPM).</p>
<p>Wednesday June 3rd, 2026 New Technologies, Creative Industries and IP</p>	<p>This session led by <u>Prof. Dinusha Mendis</u>, Professor of Intellectual Property & Innovation Law and Director CIPPM, will commence with an exploration of the challenges to IP as a result of technological advances throughout the years. Focusing mainly on copyright law, the session will proceed to consider some of the more recent challenges presented as a result of advancements such as Artificial Intelligence (AI), the Metaverse and Deepfake technology. The session will include contributions by experts drawn from UK and beyond.</p>
<p>Thursday June 4th, 2026 Contemporary Issues in IP Law</p>	<p>Video games, tattoos and outer space, raise a number of different IP issues which continue to be vital in today's fast-moving creative and cultural industries. Led by <u>Dr. Dukki Hong</u> (Lecturer in Law) and <u>Dr. Melanie Stockton-Brown</u> (Lecturer in Law, University of Reading) and with contributions by experts drawn from UK and beyond, the session will commence with an introduction to video game cloning and its implications for IP law which will be followed by an exploration of IP as it relates to IP and the art of tattoos before concluding the session with a talk on IP and outer space.</p>

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<p>Friday June 5th, 2026 From Tradition to Innovation</p>	<p>This session led by <u>Dr. Suelen Carls</u>, Senior Lecturer in Intellectual Property Law (Patents), will commence with Geographical Indications (GIs) showing how value is created from local traditions, regional knowledge, and cultural identity. Participants will explore how these place-based assets are protected and used in global markets. The session will then move to Patents, shifting the focus to technological invention and formal protection. Here, knowledge becomes codified, owned and strategically managed by firms to gain competitive advantage.</p> <p>The session will conclude with Innovation, connecting both systems. It highlights how economies evolve from tradition-based value to innovation-driven growth, showing the role of intellectual property in shaping development pathways.</p>
<p>Monday June 8th, 2026 Trade mark, Classics and Updates for 2026</p>	<p>A good understanding of contemporary branding requires a solid knowledge of trade mark law and an up-to-date knowledge of its use in the changing business and technology context. Led by <u>Dr. Lingling Wei</u>, Senior Lecturer in Business Law, with contributions from academic and industry experts, this session will take an in-depth consideration into trade mark law in UK and EU whilst also exploring the position of trade marks, post-Brexit. The session will further include the perception of a brand owner, presented by a representative from business industry before concluding with an exploration of issues and challenges to trade marks as a result of recent technological advancements.</p>
<p>Tuesday June 9th, 2026 AI and mass digitisation</p>	<p>As we look ahead to a future of robotics, AI and mass digitisation and the need for robust policy and legislation, it is equally important to understand the lessons we can learn from the past. This session led by CIPPM researchers, <u>Dr. Benjamin White</u> and <u>Dr. Marcella Favale</u>, will explore computer software and AI and the lessons we can learn from the past as well as the past, present and future of mass digitisation. The session will include contributions by experts drawn from UK and beyond.</p>

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<p>Wednesday June 10th, 2026 IP, Integration and Innovation</p>	<p>The session conducted by <u>Dr. Suelen Carls</u>, <u>Dr Alessandra Queiroz Russell</u> (Lecturer in Legal Practice), <u>Prof. Mohamed Amal</u> (Visiting Professor, CIPPM) and <u>Prof. Cristiani Fontanela</u> (Visiting Professor, CIPPM) will explore Intellectual Property (IP) Law within regional integration, showing how harmonised rules support trade and investment. It will then examine IP strategy, highlighting how firms use IP to compete across borders. The discussion will thereafter turn to IP and international tax law, focusing on the valuation and fiscal treatment of intangible assets. The session will conclude with an introduction to ISO 56005, emphasising structured management of IP to enhance innovation and maximise the value of intangible assets in the global market</p>
<p>Thursday June 11th, 2026 Staff-led Student Interactive Session</p>	<p>The sessions on this day will be led by the Staff of the Summer School. Students will be put into small groups and given the opportunity to explore an IP area of their choice, drawn from the topics covered during the Summer School. Interactive and reflective in nature, the sessions on this day, will provide a space for the Summer School students to reflect on the topics covered so far and engage in discussion, in preparation for presenting the Group Reports the next day.</p>
<p>Friday June 12th, 2026 Summer School Closing and Group Reports</p>	<p>The WIPO/BU-CIPPM Summer School will conclude with the introduction to the Groups' Reports before inviting delegates to present their Group Reports. The session and the WIPO Summer School will close with an address from representatives of the World Intellectual Property Organisation (WIPO) Academy and the CIPPM Director.</p>