

## Global perspectives on trademarks and geographical indications 5-6 June, 2023 (in English)

Intellectual Property Law Chair, Józefa 19, room no 5



**Professor Irene CALBOLI.** She is Professor of Law at Texas A&M University School of Law, Academic Fellow at the School of Law, University of Geneva, Visiting Professor at Nanyang Business School, Nanyang Technological University, Senior Fellow at Melbourne Law School, and Distinguished Fellow at the Royal University of Law and Economics in Phnom Penh (Cambodia). Professor Calboli has held visiting and full-time academic positions in several universities, including the National University of Singapore, International Islamic University Malaysia, Bocconi University, Hanken School of Economics, Hebrew University, King's

College London, the University of Strasburg, Tongji University, the University of California at Berkeley, and the Max-Planck Institute. Irene is the author and editor of several well-known books. Her articles and chapters have appeared in leading journals and treatises. She is currently a member of the Editorial Board of the Queen Mary Journal of Intellectual Property, the Oxford Journal of Intellectual Property Law and Practice, the WIPO-WTO Colloquium Papers, and a past member of the Editorial Board of the Trademark Reporter. Professor Calboli regularly acts as an Expert for national governments and international organizations. She has recently conducted missions for the World Intellectual Property Organization, the EU Commission, the EU Intellectual Property Office, the Intellectual Property Office of Ethiopia, and the Intellectual Property Office of Singapore.

Monday, June 5	Tuesday, June 6
12:00-14:00 Józefa 19, room 5	09:00-13:00 Józefa 19, room 5
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Monday, June 5	Tuesday, June 6
14:45-16:45 Józefa 19, room 5	13:45-17:30 Józefa 19, room 5
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### The course content:

- Trademarks exhaustion in general, trademarks exhaustion with modified/re-packaged goods, trademarks exhaustion on the Internet
- Value of trademarks as assets for any enterprise and the role of brands in e-commerce and Internet communication in the era of COVID-19. Trademark commercialization, licensing. Managing trademarks portfolios and transactions to settle disputes, with a particular focus on the Internet.
- Non-traditional trademarks – a critical perspective
- International and The EU regime of protection of geographical indications.

### The course details.

- The ZintegrUJ project funds the course, which is subject to formal requirements.
- Students should sign-in to the course via USOS
- Students enrolled on the course are expected to attend
- Course participants will be asked to complete a short pre-test and post-test to verify learning outcomes. No grades will be given at the end of the course.
- **Certificate of course completion will be issued for participants who complete the course.**

### The course advantage

- Improving/extending knowledge in IP
- Establishing contact with a leading international expert and the international methodology of teaching IP law.
- Improvement of language skills (getting familiar with English terminology in the field of IP)
- ZintegrUJ certificate confirming acquiring detailed knowledge in the field of international trademark law and regulation on geographical indications

For further questions and assistance, please contact: [j.ozegalska-trybalska@uj.edu.pl](mailto:j.ozegalska-trybalska@uj.edu.pl)