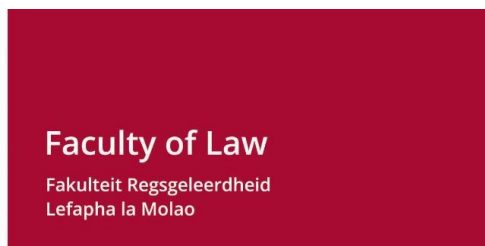


Provisional Conference Programme
Social Responsibility of Intellectual Property Rights Holders
hosted by the
University of Pretoria Centre for Intellectual Property Law
1 & 2 October 2015



Adams & Adams

Thursday 1 October 2015 – Welcoming Reception

19:00

Welcoming:

Prof Steve Cornelius

Director – Centre for Intellectual Property Law, Faculty of Law, University of Pretoria

Mr Gerard du Plessis

Chair – Adams & Adams Attorneys

Friday 2 October 2015 - Conference

08:45

General Welcome

09:00

Session 1: Keynote Address

Chair: Prof Steve Cornelius

Keynote address:

Prof Carlos Correa

Director of the Centre for Interdisciplinary Studies on Industrial Property and Economics Law,
University of Buenos Aires

09:30

Session 2: Patents

Chair: Prof Esmé du Plessis

Senior Consultant, Adams & Adams / University of Pretoria

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|-------|--|---|
| 09:30 | Dr Dhanay Cadillo Chandler
Hanken School of Economics,
Finnish Business School,
Finland | Biotechnology, patents and social
responsibility: the BRICS approach |
| 10:00 | Prof Lonias Ndlovu
Faculty of Law, North West
University | Patents and Access to Medicines: IP-related
aspects of the Ebola Virus |
| 10:30 | Comments and questions | |
| 10:45 | <i>Tea/Coffee break</i> | |

11:00

Session 3: Copyright

Chair: Prof Tana Pistorius

Mercantile Law, School of Law, Unisa

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|-------|---|---|
| 11:00 | Prof Peter Yu
Centre for Law and Intellectual Property, Texas A&M University | Digital Copyright Enforcement Measures and Their Human Rights Threats |
| 11:30 | Prof Svetlana Kazmina
Russian State Academy of Intellectual Property | Selected Aspects on Copyright and Social Responsibility inclusive of access to learning materials |
| 12:00 | Prof Caroline Ncube
Department of Commercial Law, University of Cape Town | With an IP right comes responsibility: A Spiderman approach to the responsibility of IP right-holders |
| 12:30 | Comments and questions | |

12:45 *Lunch*

13:30

Session 4: Justice and human rights

Chair: Prof Sunelle Geyer

Mercantile Law, School of Law, Unisa

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|-------|---|---|
| 13:30 | Prof John Cross
Louis D Brandeis School of Law, University of Louisville | Offensive Trademarks |
| 14:00 | Prof Wim Alberts
Faculty of Law, University of Johannesburg | Freedom of speech: A runaway train in trade mark law |
| 14:30 | Dr Alexandra George
Law Faculty, University of New South Wales | Human Rights & the Cross-Border Enforcement of Intellectual Property Laws |
| 15:00 | Comments and questions | |

15:15 *Tea/Coffee break*

15:30

Session 5: Internet and technology

Chair: Ms Sylvia Papadopoulos

Mercantile Law, University of Pretoria

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|-------|---|---|
| 15:30 | Prof Irini Stamatoudi
Hellenic Copyright Organisation | Linking, Framing and Browsing in the light of the EU Court of Justice's recent case law |
| 16:00 | Prof Lars Smith
Louis T Brandeis School of Law, University of Louisville | Use of bitcoins as collateral for loans under Article 9 Secured Transactions of the Uniform Commercial Code |
| 16:30 | Comments and questions | |

16:45

Summary and closure

Prof Coenraad Visser

Mercantile Law, School of Law, Unisa

17:00 *Cocktails*