



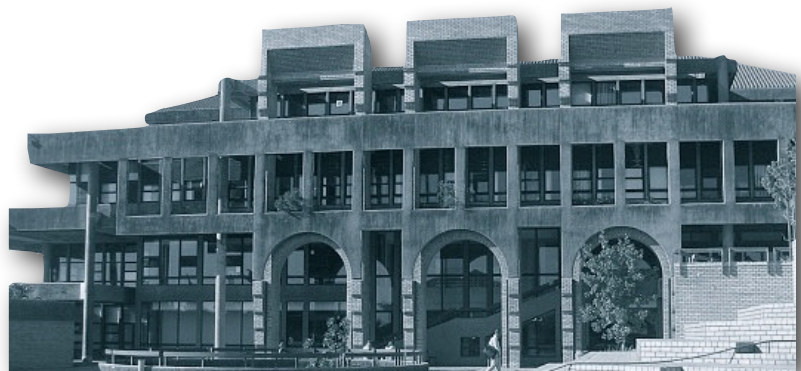
INTELLECTUAL PROPERTY LAW SHORT COURSE

**16 - 18 July 2014
STELLENBOSCH**

A joint certificate programme presented by

The Anton Mostert Chair of
Intellectual Property Law
University of Stellenbosch

The Intellectual Property Unit
University of Cape Town



PROGRAMME

DAY 1

08:00 - 08:30	Registration	<i>I Wasserfall</i>
08:30 - 08:45	Introduction	<i>O Dean & T Schonwetter</i>
08:45 - 09:15	The Role and Value of IP in Africa and beyond	<i>T Schonwetter</i>
09:15 - 09:55	Background and Overview of IP Law	<i>A Smith</i>
09:55 - 10:30	Interaction Between IP Law and Competition Law	<i>H Melamdowitz</i>
10:30 - 11:00	TEA	
11:00 - 13:00	Copyright Law	<i>O Dean</i>
13:00 - 14:00	LUNCH	
14:00 - 15:00	Matters Related to Copyright	
	Performers Protection	<i>O Dean</i>
	Plagiarism and Open Access	<i>C Ncube</i>
15:00 - 15:30	Digital Rights Management	<i>C Jooste</i>
15:30 - 16:00	Unlawful Competition	<i>E van Wyk</i>

DAY 2

08:30 - 10:30	Trade Mark Law	<i>C Webster</i>
10:30 - 11:00	TEA	
11:00 - 12:30	Matters Related to Trade Marks	
	Domain Names	<i>E van Wyk</i>
	Objections to the ASA and Comparative Advertising	<i>S Laing</i>
12:30 - 13:00	Ambush Marketing	<i>O Dean</i>
13:00 - 14:00	LUNCH	
14:00 - 15:00	Counterfeiting	<i>P Ramara</i>
15:00 - 16:00	Trade Marks in the Digital Environment	<i>S Karjiker</i>

DAY 3

08:30 - 10:30	Patent and Design Law	<i>J McKnight</i>
10:30 - 11:00	TEA	
11:00 - 12:30	Matters Related to Patents	
	Biotechnology	<i>A Dyer</i>
	Patenting Computer Programs & Business Methods	<i>C Ncube</i>
	International Protection of IP Rights	<i>J McKnight</i>
12:30 - 13:00	Traditional Knowledge	<i>M Nkomo</i>
13:00 - 14:00	LUNCH	
14:00 - 16:00	Commercialisation of IP	
	Introduction	<i>M Kleyn</i>
	Licensing and Franchising of Brands and Trade Marks	<i>A Smith</i>
	Licensing of Patented Technologies and Venture Capital	<i>M Kleyn</i>
	Intellectual Property Holding Companies – In Corporates and At Universities	<i>M Kleyn</i>
	IP Valuation	<i>A Smith</i>
	Open Licensing	<i>T Schonwetter</i>
16:00 – 16:30	CONCLUSION Certification Ceremony	<i>O Dean & T Schonwetter</i>

Course Fee

R6 000 per delegate (daily tea and lunch included)

Registration Closing Date

13 July 2014

Entry / Examination Requirements

NONE

Certificate Awarded

A certificate of attendance from Stellenbosch University will be awarded to all delegates who have completed the course

Accreditation

NQF Level 6

About

Innovation is the primary driver for accelerated growth in any economy and most significantly in South Africa. Since 2012 Government's focus is on the knowledge economy and by establishing the incentive for advancement in technology, art, culture, manufacturing and science, intellectual property (IP) remains central to our country's sustained development. A sound understanding of IP law is imperative to succeed in any competitive environment and increasingly relevant to non-legal practitioners. For many, their business will stand or fall with IP.

Therefore, this short course will offer a theoretical and practice-driven introduction to the law of patents, trademarks, copyright and designs. It aims to equip attendees with the skills required to identify, protect and promote the benefit they may derive from IP as well as demystify IP law.

Who should attend?

The course is aimed at everyone with an interest in IP regardless of prior knowledge in this varied field of law. The course is particularly relevant to those in business development, marketing, advertising, journalism, Government, science, engineering, commerce, performing arts, IT and paralegal services.

How to register?

To register for the short course, please complete the online registration form or contact:

The Professional Development Project, UCT Faculty of Law

Paula Allen	+27(0) 21 650 5558	paula.allen@uct.ac.za
Andrea Blaauw	+27(0) 21 650 5413	andrea.blaauw@uct.ac.za
Irena Wasserfall	+27(0) 21 650 5621	irena.wasserfall@uct.ac.za
Fax:	+27(0) 21 650 5513	
Visit:	http://www.lawatwork.uct.ac.za/intellectual-property-law/	

Professional Development Project
Room 3.20 Kramer Law Building
Middle Campus, UCT
Rondebosch, 770

Venue & Accommodation

The course will be presented at the Wallenberg Conference Centre at the Stellenbosch Institute for Advanced Studies (STIAS) on the historic Mostertsdrift estate in the heart of Stellenbosch. A wide range of accommodation options are located within walking distance of STIAS. Please contact irena.wasserfall@uct.ac.za or annettev@sun.ac.za for further information.

Secure basement parking at the Centre will be provided. For more information please visit www.sun.ac.za/iplaw.

