

QMIPRI Annual Conference 2023: Intellectual Property and Sustainable Living

The crucial and divergent narratives on the role of intellectual property law and theory in promoting a sustainable world.

09:00 - 17:00 BST

14th - 15th September 2023 at Senate House,
University of London

Queen Mary Intellectual Property Research Institute

The generosity of Dr Herchel Smith's enabled Queen Mary College (as it was then known) to be the first University in England to establish a dedicated intellectual property law research unit with an endowed Chair in Intellectual Property Law. The first Herchel Smith Chair was taken up in 1981 by James C. Lahore. This was followed by the creation of the first UK-based academic archive library to house a specialist intellectual property collection, with an ambition to acquire 'every text in English on intellectual property law'. Along with the Chartered Institute of Patent Agents (CIPA), Dr Herchel Smith was instrumental in the creation of the current Intellectual Property Archive at QMUL.

The current QMIPRI is part of the Centre for Commercial Law Studies at Queen Mary University of London and is based at the postgraduate law centre in Lincoln's Inn Fields, London. It has, since its inception in 1981, become an internationally renowned research institution in intellectual property law and related areas of commercial law fostering independent research and training postgraduate and doctoral students.

Tenured Faculty Members

- Dr Apostolos Chronopoulos, Senior Lecturer in Intellectual Property Law
- Dr Gaetano Dimita, Senior Lecturer in International Intellectual Property Law
- Dr Gail E Evans, Reader in International Trade and Intellectual Property Law
- Dr Garry Gabison, Senior Lecturer in Law, Economics and Regulations
- Prof. Johanna Gibson, Herchel Smith Professor of Intellectual Property Law
- Prof. Jonathan Griffiths, Professor of Intellectual Property Law / Head of Department of Law
- Prof. Duncan Matthews, Professor of Intellectual Property Law
- Prof. Noam Shemtov, Professor in Intellectual Property & Technology Law / Deputy Director, Centre for Commercial Law Studies
- Prof. Uma Suthersanen, Professor of Global Intellectual Property Law
- Dr Guan H. Tang, Senior Lecturer in Commercial Law Asia

- Dr Jasem Tarawneh, Senior Lecturer in Commercial & Intellectual Property Law
- Prof. Guido Westkamp, Professor of Intellectual Property & Comparative Law

QMIPRI Doctoral Associates

- Uchechukwu Oluwatosin Ani
- Barasha Borthakur
- Myriam Christmann
- Brian Chun Lok Leung
- Kay Dunn
- Luisa Herrera
- Abhijeet Kumar
- Qian Liu
- Jude Okwuchukwu Mbonu
- Gertrude Metsa
- Zeynep Penbegullu
- Maciej Jan Padamczyk

Honorary Members

- Prof. Peter Drahos, Professor of Intellectual Property Law
- Prof. Lord Hoffmann, Honorary Professor of Intellectual Property

QMIPRI Visiting Teaching and Research Fellows

- Prof. Emeritus Alison Firth, Ingenuity IP Chambers
- Emeritus Prof. Sam Ricketson, University of Melbourne
- Prof. Phillip Johnson, Cardiff University
- Prof. Graham Dutfield, University of Leeds
- Florian Koempel, Copyright Consultant
- John Hull, Consultant to Farrer & Co LLP
- Dr Michaela MacDonald, QMUL
- Prof. David Musker, QMUL
- Prof. Spyros Maniatis, British Institute of International & Comparative Law
- Dr Alexander von Mühlendahl, Consultant Bardehle Pagenberg
- Gadi Oron, Director General of the International Confederation of Authors' Societies (CISAC)
- Gary J Rinkerman, Culhane Meadows PLLC (USA)
- Gwilym Roberts, Kilburn & Strobe
- Prof. Eleonora Rosati, Stockholm University
- Dr Georgia Elizabeth Jenkins, University of Kent
- Dr Charles Harding, D Young & Co.

Current & Past Directors

- James M Lahore
- Gerald Dworkin
- Michael Blakeney
- Johanna Gibson
- Duncan Matthews
- Uma Suthersanen

Past Herchel Smith Research Fellows

- Yvonne M. Smyth
- Sam Ricketson
- Yvonne Cripps
- Jeremy Phillips
- Peter Drahos
- Graham Dutfield

- Estelle Derclaye
- Tanuja Garde
- Mira Sundara Rajan
- Gary Lea
- Uma Suthersanen

Alumni

Our QM IP Alumni continue to be a valuable aspect of the QMIPRI community and includes the following:

- Claudio Chiarolla, CARICOM Advisor
- Tenu Avafia, Unitaid
- Gadi Oron, Director General, CISAC, Paris
- Marta Diaz Pozo, World Intellectual Property Organization
- Daphne Zografos-Johnsson, World Intellectual Property Organization
- Johanna von Braun, International Land Coalition / Ecologic Institute, Germany
- Rajesh Sagar, LFB Biotechnologies S.A.S, France
- Sotiria (Ria) Kechagia, University of Geneva
- Burcu Kilic, Public Citizen, Washington
- Pedro Malaquias, European Education & Culture Executive Agency
- Jaiarak Euarchukiate, National Science & Technology Development Agency, Thailand
- Phillip Johnson, Cardiff University / Appointed Person, UK
- Estelle Derclaye, University of Nottingham, UK
- Olga Gurgula, Brunel University / Oxford Martin School
- Florian Koempel, Director, IUSARTIUM Public Affairs Consultancy
- Thomas J. Farkas, Eversheds Sutherland, Germany
- Shane Burke, Cardiff University, UK
- Luke McDonough, London School of Economics
- Pinar Oruç, University of Manchester
- Lynda Oswald, University of Michigan, USA
- Pawarit Lertdhamtewe, Ramkhamhaeng University, Thailand
- Lucius Klobučník, Aston University/WIPO
- Natasha Mangal, CEIPI, University of Strasbourg, France
- Beverley Pereira, University of the West Indies
- Marisella Ouma, Central Bank of Kenya/Former Executive Director, Kenya Copyright Board
- John Cahir, A&L Goodbody, Ireland
- Hanan Almawla, University of Bahrain
- Ken Shao, University of Western Australia/Nanjing University
- Paula Westenberger, Brunel University
- Maria Mercedes Frabboni, University of Sussex
- Luo Li, Coventry University

Welcome

Queen Mary Intellectual Property Research Institute, in collaboration with the Centre for Commercial Law Studies, welcomes attendees to a two-day research conference investigating the crucial and divergent narratives on the role of intellectual property law and theory in promoting a sustainable world. Each day is centred around a specific theme, covering the following: sustainability of fashion; status of the draft WIPO Treaty on Traditional Knowledge & TCEs; branding & sustainability; access to scientific journals; text and data mining; the role of AI; patents in a sustainable world; rights for indigenous and local communities; geographical indications, copyright, culture, and heritage; green technologies & patents.

Please engage with the posters on display as part of the Poster Exhibition sponsored by CIPA. The competition provides early research scholars an opportunity to participate and explore the diversity of issues and careers within the IP professional and research spheres.

Participants should note that photographs will be taken at the event, which may be used for marketing purposes on the website, in a press release, or through other means by the QMUL. If you would prefer for you not to be photographed, please get in touch with a member of the organising team on the days of the event.

DAY 1

- 9:00 - 9:30** **Registration with Tea and Coffee**
MacMillan Hall
- 9:30 - 9:40** **Welcome Opening Session**
- Professor Uma Suthersanen (Director, Queen Mary Intellectual Property Research Institute)
- 9:40 - 10:00** **First Keynote Speaker: Heli Pihlajamaa** (European Patent Office)
Introduced by Noam Shemtov (QMUL)
- 10:00 - 11:00** **Panel 1: AI and Sustainable Legal World**
Chair: Noam Shemtov (QMUL)
- Gadi Oron (CISAC)
- 11:00- 12:00** **Panel 2: Sustainability and Fashion**
Chair: Johanna Gibson (QMUL)
- J Janewa Osei-Tutu (Florida International University)
 - Eden Sarid (University of Essex)
- 12:00- 13:00** **Second Keynote Speaker: Ruth L. Okediji** (Harvard Law School)
Introduced by Johanna Gibson (QMUL)
- 13:00 - 14:30** **Lunch Break**
MacMillan Hall
- 14:30 - 15:30** **Panel 3: Paying Authors**
Chair: Guido Westkamp (QMUL)
- María Asunción Esteve Pardo (University of Barcelona)
 - Gretchen Jansen (Stellenbosch University)
 - Georgia Jenkins (University of Kent)
- 15:30 - 16:00** **Refreshments Break**
MacMillan Hall

16:00 - 17:00 Panel 4: Sustainable Metaverse: The Role of IPRs?

Chair: Gaetano Dimita (QMUL)

- Alexandros Alexandrou (EUIPO)
- Christina Yan Zhang (CEO, The Metaverse Institute)
- Michaela MacDonald (QMUL)

17:00 - 19:00 Drinks Reception & Poster Exhibition

Opening of Poster Exhibition – Guan H. Tang (QMUL)

The poster display is a valuable opportunity to share with colleagues and experts the insightful ideas about intellectual property law and sustainable living and to network with researchers and professionals. The competition was open to all early career researchers, including LLM and PhD students.

Selected posters are displayed at the Senate House during the conference for all attendees to view and learn from.



DAY 2

9:00 - 9:45

Registration with Tea and Coffee

MacMillan Hall

9:45 - 10:45

Panel 5: Sustainability and Minority Rights in the Context of Trade Mark Law

Chair: Jasem Tarawneh (QMUL)

- Dev Gangjee (University of Oxford)

The Permissibility of Preloved: Trade marks, Recycling and Repair

- Anke Moreland (Maastricht University)

Certification Marks as Indicators of Sustainability?

- Ilanah Simon Fhima (University College London)

Trade Marks and Minority Rights: the Less than Average Consumer

10:45 - 11:15

Third Keynote Speaker: Wend Wendland (World Intellectual Property Organization)

- Introduced by Uma Suthersanen (QMUL)

11:15 - 12:30

Panel 6: The Role of Patents in a Sustainable World

Chair: Duncan Matthews (QMUL)

- Barasha Borthakur (QMIPRI Phd)
- Margo A. Bagley (Emory University School of Law)
- Dr Hanna Ostapenko (Taras Shevchenko National University of Kyiv & QMUL)

- 12:30- 14:00** **Lunch Break**
MacMillan Hall
- 14:00 - 15:00** **Panel 7: Sustaining Indigenous and Local Cultures**
Chair: Uma Suthersanen
- Kay Dunn (QMIPRI PhD)
 - Abjjeet Kumar (QMIPRI Phd)
 - Francis Kariuki (Strathmore Law School)
 - Graham Dutfield (University of Leeds)
- 15:00 - 15:45** **Panel 8: Theory Meets Practice Strategies for Innovation**
Chair: Duncan Matthews (QMUL)
- Pratheeba Vimalnath (University of Exeter)
 - Jerry Bridge-Butler (Chartered Institute of Patent Agents)
 - Neil Lampert (Chartered Institute of Patent Agents)
- 15:45 - 16:45** **Panel 9: GIs and the Sustainability of Boutique Vineyards**
Chair: Gail Evans (QMUL)
- Andrea Zappalaglio (University of Sheffield)
 - Fiona Macmillan (University of Birkbeck)
 - Bernard O' Connor (O'Connor and Company)
- 16:45 - 17:00** **Closing Remarks & Poster Exhibition Winners Announced**



CIPA

THE CHARTERED
INSTITUTE OF
PATENT ATTORNEYS

CIPA is the professional body for patent attorneys in the United Kingdom.

Founded by Royal Charter, our objectives are:

- to act as a professional and representative body for Intellectual Property Practitioners in patents, designs, trademarks and other forms of intellectual property; and
- to promote the education, standing, training, and continuing professional expertise of Intellectual Property Practitioners and to establish, maintain and enforce high standards of professional conduct and compliance with the law.

We pursue these objectives by:

- Promoting the protected title of Chartered Patent Attorney (CPA) in the UK and internationally, and highlighting the importance of using qualified and regulated Intellectual Property Practitioners to obtain and protect intellectual property rights;
- Acting as a centre of excellence for the curation, development and dissemination of knowledge in intellectual property law and practice;
- Advising and influencing the UK Government and international bodies on intellectual property policy and practice;
- Maintaining the highest standards of professional practice and, as the Approved Regulator, overseeing the regulation of the profession by the Intellectual Property Regulation Board (IPReg), the independent regulatory body for patent attorneys and trade mark attorneys;
- Providing career-long education and training, supporting students during their professional formation and providing continuing professional development for Intellectual Property Practitioners;
- Raising public awareness of intellectual property and how to protect it, and increasing public knowledge of the intellectual property system through explanatory videos, case studies and other resources; and
- Providing pro bono information, advice and representation to the public.

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