

IP Protection FOR TRADITIONAL KNOWLEDGE AND CULTURAL EXPRESSIONS



Friday, November 9, 2007

co-sponsored by

Institute for Intellectual Property in Asia

**Center for Global Law and Policy
Santa Clara Law**

The American Society of International Law

and

High Tech Law Institute

hosted at

Santa Clara University School of Law

California Mission Room

Benson Student Center

500 El Camino Real

Santa Clara, CA

MCLE credits offered.

For more information, please contact:

**Center for Global Law and Policy
Santa Clara University
School of Law**

Tel 408-551-1955

Fax 408-554-5047

(800) 728-1873

cglp@scu.edu

www.scu.edu/law/international



AGENDA

- 8:30 – 9:00 a.m. Registration/Check-in • Benson Parlors, Benson Student Center
- 9:00 – 9:15 a.m. **Welcome & Opening Remarks**
- Director Elizabeth Chien-Hale, Institute for Intellectual Property in Asia
 - Director Mack Player & Assistant Dean Elizabeth Powers
Santa Clara University School of Law
- 9:15 – 10:30 a.m. **Keynote Addresses: Dr. Hannu Wager**, IP Division, WTO
Dr. Nicolas Gorjestani, The World Bank Group
- 10:30 – 10:45 a.m. **Break**
- 10:45 – 12:15 p.m. **PANEL 1 • Global Legislative Efforts on Protection for Traditional Knowledge and Cultural Expressions**
- Moderator: **Elizabeth Chien-Hale**, Director, Institute for Intellectual Property in Asia
- Panelists: **Professor Deepa Badrinarayana**, Chapman University Law School
Dr. Lin Sun-Hoffman, Ph.D., Senior Patent Attorney, Applied Biosystems
Shantanu Basu, Of Counsel, Morrison Foerster
Gustavo de Freitas Morais, Dannemann Siemsen
- 12:15 – 1:30 p.m. **Lunch** • Benson Parlors
- Speaker: **Bob Armitage**, Senior Vice President and General Counsel, Eli Lilly
- 1:30 – 3:00 p.m. **Panel 2 • Indigenous Rights to Traditional Knowledge and Cultural Expressions**
- Moderator: **Professor Valerie Phillips**, University of Tulsa College of Law
- Panelists: **Professor Aroha Te Pareake Mead**, Senior Lecturer in Maori Business
University of Victoria, New Zealand
Professor Angela Riley, Irving D. Florence Rosenberg Professor of Law
Southwestern Law School
Suzan Shown Harjo, President, The Morning Star Institute
Alberto Saldamundo, General Counsel, International Indian Treaty Council
- 3:00 – 3:15 p.m. **Break**
- 3:15 – 4:45 p.m. **Panel 3 • IP Protection for Traditional Knowledge and Cultural Expressions**
- Moderator: **Professor Jiri Toman**, Santa Clara University School of Law
- Panelists: **Dr. Hannu Wager**, Counsellor, IP Division, World Trade Organization
Dr. Nicolas Gorjestani, (invited) Sr. Adviser, The World Bank Group
Molly Torsen, Consultant, WIPO
- 5:00 – 6:30 p.m. Closing Wine & Cheese Reception • Benson Student Center

Register online at www.scu.edu/law/TraditionalKnowledge07

Attendance at the conference is FREE for those who register, not requiring MCLE credits.
For 6.5 MCLE credit hours, cost is \$140.

Special Needs: If you have a disability or require reasonable accommodation, please call Galina Pappu at 408-551-1955 or California Relay at 800-735-2929 (TTY) at least 72 hours prior to the event.