

Intellectual Property in the Knowledge Economy

Dr Francis Gurry
Assistant Director General & Legal Counsel
World Intellectual Property Organization

The development of the knowledge economy has been accompanied by a significant increase in the economic and social importance of intellectual property rights (IPRs), including copyright, patent and trade mark protection. The central role of IPRs in the new global economy poses fundamental challenges for the future development of intellectual property (IP) laws. The most important challenges include: adjusting IP laws to the economic conditions of global markets; reconciling IPRs with other areas of public policy, including competition policy; servicing global markets for IP products; and dealing with new claims for protection in areas such as information technology, biotechnology and traditional knowledge. This seminar will outline the current challenges, explain the emerging national and international responses and evaluate possible approaches to resolving the most pressing problems.

Speaker: Dr Francis Gurry is Assistant Director General and Legal Counsel at the World Intellectual Property Organization (WIPO), based in Geneva, and a Professorial Fellow at the Law School at the University of Melbourne. He is Vice President of the International Federation of Commercial Arbitration Institutions, a member of the Policy Advisory Board of the National Patent Board (USA) and a member of the Advisory Board of the United Nations Conference on Trade and Development Programme on Dispute Settlement in International Trade, Investment and Intellectual Property. He is the author of *Breach of Confidence* (OUP, Clarendon, 1984), *International Intellectual Property System: Commentary and Materials* (with Frederick Abbott and Thomas Cottier, Kluwer, 1999) and many academic articles and papers. Dr Gurry's current position and experience give him a unique position from which to assess and influence current and future developments in IP law and policy.

- When:** Tuesday 3 July 2001, 6-7.30pm
Light refreshments from 5.30pm
- Where:** Council Chamber, 1st Floor, Law Quadrangle
The University of Melbourne
(Refreshments will be served in the Staff Common Room)
- Cost:** \$55 (incl GST) / Sponsors of CMCITL \$35 (incl GST)
- RSVP:** Friday 29 June 2001
David Lindsay, tel 8344 6195, fax 9349 2976 or
email d.lindsay@law.unimelb.edu.au

Presented by the
Centre for Media, Communications and
Information Technology Law (CMCITL)



THE UNIVERSITY OF
MELBOURNE