

INTELLECTUAL PROPERTY FOR SOCIAL ENTERPRISING. SOLVING SOCIAL PROBLEMS THROUGH UNIVERSITY INNOVATION
Mexico city, August 7-11 2017

Monday 7 August - Auditorio Héctor Fix Zamudio	
8:30 – 9:00	<u>Registration</u>
9:00 – 9:30	<u>Inauguration panel</u>
9:30 – 10:30	<u>Introduction</u> Dr. Manuel Becerra Ramírez, <i>Researcher at IIJ, UNAM</i>
10:30 – 12:00	<u>Panel 1: Technology Transfer at University</u> IP Management of Social Enterprises Patricia Eugenia Connelly Espinosa, Ivan Martínez Rivera & Sharemy Gómez Dorantes, <i>Clarke, Modet & Co.</i> Key aspects of IP and TT in Universities, Enterprises and research centers Josué Macedo Valencia, <i>I+D+i Hub</i>
12:00 – 12:30	<u>Coffee Break</u>
12:30 – 14:00	<u>Panel 2: Intellectual Property and Social Innovation</u> Analysis of hybrids and collaborative licensing schemes as tools for fostering self-determined and sustainable innovation José Francisco Camarena López, <i>Tecnológico de Monterrey</i> Trading impacts: social enterprise, IPRs and the University Shane Burke, <i>Cardiff University</i>
14:00 – 16:00	<u>Lunch Break - relocation to Auditorio Benito Juárez, Facultad de Derecho, UNAM</u>
16:00 – 17:30	<u>Ingenuity Code in Ecuador</u> Hernán Núñez Rocha, <i>Ex-executive director of the Intellectual Property Institute in Ecuador</i>
Tuesday 8 August - Aula Centenario	
9:00	<u>Registration</u>
9:30 – 10:30	<u>English system of Intellectual Property</u>

	Dr. Guido Westkamp, <i>Queen Mary, UL</i>
10:30 – 12:00	<p><u>Panel 3: Intellectual Property Protection in Research Outcomes</u></p> <p>IP Knowledge Partnerships: Associations between IP Service Providers and Research Centers. Jimena Chi Barrales, <i>AMPPI</i></p> <p>Protection of Industrial property at the Innovation Coordination at UNAM Andrés Ivan Montes Mancera, <i>Innova UNAM</i></p> <p>Development of an integrated framework to provide copyright compliance to artificial creators Jesús Manuel Niebla Zataráin, <i>Edinburgh University</i></p>
12:00- 12:30	<u>Coffee Break - relocation to Auditorio Benito Juárez, Facultad de Derecho, UNAM</u>
12:30 – 14:00	<u>Analysis of the Mexican Intellectual Property regime (Spanish).</u> Mtra. Carmen Arteaga, <i>Law Faculty, UNAM.</i>
14:00 – 16:00	<u>Lunch Break</u>
16:00 – 18:00	<p><u>Dialogue about the Transference of Intellectual Property at the University (Spanish)</u></p> <p>Isabel Mascorro, <i>UNAM</i> Cecilia Bañuelos Barrón, <i>IPN</i> Rogelio Bustamante, <i>Tecnológico de Monterrey</i></p>
Wednesday 9 August - Aula Centenario	
9:00	<u>Registration</u>
9:30 – 10:30	<u>Introduction</u> Dra. Iliana Rodríguez Santibañez, <i>Tecnológico de Monterrey</i>
10:30 – 12:00	<p><u>Panel 4: Intellectual Property and Social Enterprise</u></p> <p>Collective trademarks and their licensing in the oil and gas sector for social entrepreneurs in research institutes Noemí Campos Becerra, <i>Tecnológico de Monterrey</i></p> <p>Social Entrepreneurship and ip in Mexico: 21st Century Challenges and feasible solutions Felipe de la O. López, Arturo Isaías Parra Rivera, Elidet Hernández Mendoza, <i>Center of Public Opinion Studies, UNAM</i></p>
12:00 – 12:30	<u>Coffee Break</u>
12:30 – 14:00	<p><u>National Institutions Role in the Technological development and Social Innovation in Mexico.</u></p> <p>Victor Isrrael Montaña Pérez, <i>INADEM</i> Leonardo Gómez, <i>IMPI</i></p>

Thursday 10 August - Tecnológico de Monterrey, Campus Ciudad de México	
9:00 – 9:30	<u>Welcoming remarks from Tecnológico de Monterrey</u>
9:30 – 10:30	<u>Patenting Human Embryonic Stem Cells and Moral Constraints: A European and US Perspective</u> Dr. Enrico Bonadio, <i>City University</i>
10:30 – 12:00	<u>Panel 5: Human Rights and Innovation</u> Social appropriation of a biotechnology project Carlos Aguilar Navarro, <i>CIATEJ</i> The Zika Vaccine, from Oxford University, to Mexican communities. María de Jesús Medina Arellano & Ana Georgina Alba Betancourt, <i>IJJ, UNAM</i> Biomarker licence model for research institutes Joo Hee Sir, <i>The Institute of Cancer Research, UK</i>
12:00 – 12:30	<u>Coffee Break</u>
12:30 – 13:30	<u>Panel 6: Human Rights and Innovation II</u> The chilling effects of IP: Transparency rules and practice by public authorities and universities Marc Mimler, <i>Bournemouth University</i> The Role for University Intellectual Property Rights and Open Licensing in Promoting Innovation and Social Enterprise Luke McDonagh, <i>City University</i>
13:30 - 14:30	<u>Panel 7: Innovation that improves Human Rights</u> Human-Computer Music Interface: Music therapy intervention to reduce stress Roberto Ávila Vázquez, Sergio Alberto Navarro Tuch, <i>Tecnológico de Monterrey</i> Psychophysiological and facial response of drivers using Advanced Driver assistance systems Javier Izquierdo, <i>Tecnológico de Monterrey</i>
14:30 - 16:30	<u>Lunch Break</u>
16:30 – 17:30	Scope and Contradictions of Open Innovation Projects with a Social goal. Carmen Bueno Castellanos, <i>Universidad Iberoamericana.</i>
17:30 – 18:00	Cultural Activity
Friday 11 August - Aula Guillermo Floris Margadant	
9:00	<u>Registration</u>
9:30 – 12:00	<u>Conclusions of the Workshop</u>
12:00 – 12:30	<u>Coffee Break</u>

12:30 – 13:30	<u>Future possibilities of research collaboration</u> Representatives of British Council in Mexico and CONACYT
13:30 – 14:00	<u>Closing</u>
14:00	<u>Lunch</u>