



PROGRAMME

Derecho de la Sociedad Digital y Nuevas Tecnologías



Thursday, 30.06.2022

9:30-10.00 Inauguration - prof. Jorge Urbaneja Cillan (Alicante), prof. Manuel Desantes Real (Alicante), prof. Jordi Sellarés Serra (ICC Spain)

10:00-11:00 Intellectual property law and new technologies - Introduction. Legal protection of innovation (prof. Manuel Desantes Real, UA)

11:10-12:10 Private international law in a digital environment (prof. Aurelio López Tarruella Martínez, UA)

12:40-13:40 Personal brand development and customer relations in the digital world (prof. Sandro García Saliba, UA)

13:50-14:50 Copyright in the digital environment (prof. Begoña Ribera Blanes, UA)

16:00-17:00 Complementary seminar! ADR in Intellectual Property Disputes (prof. Lydia Esteve González, UA, prof. Richard Mac Bride, abogado)

17:00-18:00 Complementary seminar! Digital art and new technologies (prof. Claudia S. Quiñones Vilá, abogada, NY, PR)

Friday, 01.07.2022

9:30-10:30 The concept of consumer and e-contracting (prof. Raquel Evangelio Llorca, UA)

10:40-11:40 Internet Law. Internet platforms in the European Union (prof. Julián López Richart, UA)

12:10-13:10 The digital economy, arbitration and the intellectual property activities of the International Chamber of Commerce (prof. Jordi Sellarés Serra, ICC España)

13:20-14:20 Blockchain in international trade (Joaquim Martinero Tor, abogado)

16:00-17:00 Complementary seminar! Neurolaw and its legal-biotechnological aspects (prof. Alfredo Narciso da Costa Neto, Brazil)

Saturday, 02.07.2022

9:30-10:30 Macrotrends and challenges of business models in the digital society in Spain and Latin America (prof. Iván Poza Martínez, UA, IUESAL)

10:40-11:40 Blockchain in private international law (prof. Raúl Ruiz Rodríguez, UA)

12:10-13:10 The Digital Bill of Rights in Spain (prof. Jesús Verdú Baeza, University of Cadiz)

13:20-14:20 Cybersecurity (prof. Juan Manuel Rodríguez Barrigón, University of Extremadura)

14:20-15:00 Summary of the Summer School and closure



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