



Centre for Brazilian Studies  
UNIVERSITY OF OXFORD

**One-Day Conference**

**Global Intellectual Property from a Brazilian perspective**

**Friday 4 November 2005**

**To be held at the Centre for Brazilian Studies, 92 Woodstock Rd, Oxford**

There is no conference fee but advanced registration is required. Please register with your name and affiliation to [enquiries@brazil.ox.ac.uk](mailto:enquiries@brazil.ox.ac.uk) or on 01865 284460

**Coordinators:** **Dr Ronaldo Lemos**, Director, Centre for Technology and Society, Fundação Getúlio Vargas Law School, Rio de Janeiro, Project Lead, Creative Commons Brazil, and Ministry of Culture Visiting Fellow, Centre for Brazilian Studies  
Dr Christian Ahlert, Senior Research Associate, Michael Young Foundation.

Brazil is at the forefront of a new movement challenging established Intellectual Property regimes in a variety of ways. In the past it has negotiated international conventions on drug patents to make HIV/AIDS medication available at cheaper prices. More recently, it has been promoting Open Source software to decrease dependency on proprietary software.

Given the tradition of a vibrant popular culture, especially music, Brazil is also embracing Creative Commons, an alternative copyright framework, which encourages the sharing and distribution of cultural works. In this context it is building the “Canto Livre” project; an archive and collaborative production platform on the Internet to produce and make music available to the world. Here again Brazil challenges established market forces. Music distribution, like the pharmaceutical sector or the computer and software market, is dominated by US and European companies.

In addition, Brazil and Argentina were the proponents of a new agenda for the World Intellectual Property Organization, seeking to promote a more balanced international regime on Intellectual Property vis a vis the pursuit of development.

The aim of this conference is twofold: (a) to examine how Brazil’s current cultural policies, which have their anthropological roots in “antropofagia” of the 1920s and “tropicalismo” of the 1960s, aim at adapting Intellectual Property law to better participate in global culture, and (b) to examine the role played by Intellectual Property in a technologically globalised world in order to promote access to knowledge and culture.

The Oxford Centre for Brazilian Studies provides an excellent environment for exploring new and exciting cultural initiatives in Brazil which are at the intersection of law, culture and technology.

## **Programme**

10:00 – 10:15 Opening

**Professor Leslie Bethell**, Director, Centre for Brazilian Studies

**Dr Ronaldo Lemos**

**Dr Christian Ahlert**

10:15 – 11:15 **Session I: ‘The Brazilian government’s policy on intellectual property’**

Chair: Professor Leslie Bethell

**Dr Barbara Rosenberg**, Director, Secretary of Economic Defence, Ministry of Justice, Brasilia

*Intellectual property rights in developing countries: a Brazilian perspective*

11:15 – 11:45 Coffee

11:45 – 12:45 **Session II: ‘Internet architecture and access to information’**

Chair: **Professor Leslie Bethell**

**Professor Jonathan Zittrain**, Professor of Internet Governance and Regulation, Oxford Internet Institute, and Berkman Visiting Professor, Harvard University

*The role of the intermediaries in Intellectual Property enforcement*

12:45 – 14:00 Lunch

14:00 – 15:45

**Session III: ‘Society and open content’**

Chair: **Dr Barbara Rosenberg**

**Dr Christian Ahlert**

*The Open Business Project and its importance for development and access to knowledge*

**Dr Ronaldo Lemos**

*Creative commons and social content networks in developing countries: the case of Brazil*

Commentator: **Vera Franz**, Program Manager, Open Society Institute

15:45 – 16:15 Tea

16:15 – 18.00 **Session IV: ‘New hopes for and threats to access to knowledge’**

Chair: **Dr Ronaldo Lemos**

**Claudio Prado**, Director, Digital Culture Policies, Ministry of Culture, Brasilia  
*Brazil: Leapfrogging from the 19<sup>th</sup> century directly to the 21<sup>st</sup> century*

**Cory Doctorow**, European Affairs Coordinator, Electronic Frontier Foundation, London  
*The Broadcast Flag: Hollywood wants a set-top-cop in your sitting room*

18.00 Close

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