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| KOREAN INTELLECTUAL PROPERTY OFFICE | KOREA ADVANCED INSTITUTE OF SCIENCE AND TECHNOLOGY | KOREA INVENTION PROMOTION ASSOCIATION |
|  | | | |
| **International certificate course offline training** | | | |
| WIPO-KIPO-KAIST-KIPA/IP/SEL/15/INF/1 prov. | | | |
| /ORIGINAL: English | | | |
| DATE: JUNE 30, 2015 | | | |

**6th Annual WIPO-KIPO-KAIST-KIPA Advanced International Certificate Course on IP Asset Management for Business Success based on the IP PANORAMATM Multimedia Toolkit**

organized by

the World Intellectual Property Organization (WIPO)

the Korean Intellectual Property Office (KIPO)

the Korea Advanced Institute of Science and Technology (KAIST)

and  
the Korea Invention Promotion Association (KIPA)

**Seoul, November 4 to 6, 2015**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

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| Wednesday, November 4, 2015 | |
| 9.00 – 9.30 | Registration |
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| 9.30 – 10.00 | **Opening Ceremony**  Welcome Addresses by:  Mr. Hyun-Suk Lim, Director, Division for Multilateral Affairs,  Korean Intellectual Property Office (KIPO), Daejeon  Mr. Anil Sinha, Head, Small and Medium-sized Enterprises Section, SMEs and Entrepreneurship Support Division, WIPO, Geneva |
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| 10.00 – 12.00 | **Intellectual Capital Management 1** |
|  |  |
|  | Speaker: Mr. Clinton W. Francis, Professor, School of Law, Northwestern University, Chicago, United States of America |
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| 12.00 – 13.30 | Lunch Break |
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| 13.30 – 14.30 | **The Role of IP Management in Enhancing the Competitiveness of SMEs** |
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|  | Speaker: Mr. Anil Sinha |
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| 14.30 – 16.00 | **Fundamentals of IP Licensing (License Terms)** |
|  |  |
|  | Speaker: Mr. Philip Mendes, IP Lawyer, Innovation Law, Brisbane, Australia |
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| 16.00 – 16.15 | Coffee Break |
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| 16.15 – 17.30 | **Intellectual Capital Management 2, Case Study:  3M ESPE; AstraZeneca; Marvel** |
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|  | Speaker: Mr. Clinton W. Francis |

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| Thursday, November 5, 2015 | | |
| 9.00 – 10.30 | | **Intellectual Capital Management 3, Case Study: Geneology; Nucleon** |
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|  | | Speaker: Mr. Clinton Francis |
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| 10.30 – 10.45 | | Coffee Break |
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| 10.45 – 12.00 | | **Fundamentals of Technology Transfer (Financial Terms)** |
|  | |  |
|  | | Speaker: Mr. Philip Mendes |
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| 12.00 – 13.30 | | Lunch Break |
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| 13.30 – 14.30 | | **Intellectual Property: New Landscape in Patent Litigation in the  United States of America** |
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|  | | Speaker: Mr. Jeongjoong Kim |
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| 14.30 – 17.00 | | **Group Exercise: Mini-Negotiation Game for Licensing** |
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|  | | Speaker: Mr. Philip Mendes |
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|  | | Mini-Negotiation Game |
| 14.30 – 17.00 | | Teams Allocated.  Negotiation Problem Handed-out, Participants Break up into their own Teams to Prepare for the Mini Negotiation |
| 15.00 – 15.30 | | Mini-Negotiation Commences |
| 15.30 – 15.45 | | Coffee Break |
| 15.45 – 16.30 | | Negotiation Resumes |
| 16.30 – 17.00 | | Negotiation Completed.  Groups Re-assemble.  Negotiation Exercise and the Outcomes Reached are Discussed |
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| 17.00 – 17.30 | | End of Exercise |
| Friday, November 6, 2015 | | | |
| 9.00 – 10.00 | | **IP Finance** | |
|  | | Speaker: Mr. Kiejoon Park | |
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| 10.00 – 10.15 | | Coffee Break | |
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| 10.15 – 11.15 | | **Collective Branding : Adding Value through Geographical Indications, Certification Marks and Collective Marks** | |
|  | |  | |
|  | | Speaker: Mr. Anil Sinha | |
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| 11.15 – 12.45 | | Lunch Break | |
| 12.45 – 13.45 | | **Case Study of IP Management**  Speaker: Mr. Arthur Choy, Adjunct Professor, Master of Intellectual Property, KAIST, Seoul | |
| 13.45 – 14.45 | | **Group Exercise Based on Case Study of IP Management** | |
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|  | | Speaker: Mr. Arthur Choy | |
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|  | | A practical case of strategic IP management will be given to participants at least one week prior to this Training Program for their research and preparation.  All participants will be divided into five groups and each group is asked to present in 10-20 minutes its strategic IP management based on the given case.  Following the presentations, group discussion and overall evaluation would be moderated by the instructor with the participation of the other speakers. | |
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| 14.45 – 15.00 | | Coffee Break | |
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| 15.00 – 16.15 | | **Group Exercise Based on Case Study of IP Management (Cont’d)** | |
|  | | Instructor: Mr. Arthur Choy | |
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| 16.15 – 16.45 | | Evaluation and Closing Ceremony | |

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