WIPO Training of Trainers Program on Effective Intellectual Property Asset Management by Small and Medium-Sized Enterprises (SMEs)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Intellectual Property Protection Directorate, Ministry of Industry and Trade

Amman, Jordan, June 23 to 26, 2014

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO
Monday, June 23, 2014

8.30 – 9.00  Opening Ceremony

9.00 – 9.45  **Topic 1:** Introduction to the World Intellectual Property Organization (WIPO) and its Small and Medium-sized Enterprises (SMEs) Section; Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs

  Speaker:  Mrs. Lien Verbauwhede, Senior Program Officer, SMEs Section, WIPO
  Resources:  Module One of IP PANORAMA

9.45 – 10.45  **Topic 2:** “Looking Good” – The Role of Industrial Designs in Branding

  Speaker:  Dr. Pierre El Khoury, Professor, University La Sagesse, Beirut, Lebanon
  Resources:  Module Two of IP PANORAMA

10.45 – 11.00  Tea/Coffee Break

11.00 – 12.00  **Topic 3:** “Making a Mark” – The Role of Trademarks in Branding

  Speaker:  Mrs. Lien Verbauwhede
  Resources:  Module Two of IP PANORAMA

12.00 – 13.00  **Topic 4:** “Creative Expression” – Benefiting From Your Copyright and Using the Copyright Works of Others in Your Business

  Speaker:  Dr. Pierre El Khoury
  Resources:  Module Five of IP PANORAMA

This program will be uploaded at http://www.wipo.int/sme/en/activities/activities_2014.html
**Tuesday, June 24, 2014**

09.00 – 9.45  **Topic 5:**  “In Confidence” – Putting in Place a Trade Secret Protection Program in an SME  
Speaker: Mrs. Lien Verbauwhede  
Resources: Module Four of IP PANORAMA

9.45 – 10.45  **Topic 6:**  Managing Intellectual Property Assets in International Business  
Speaker: Dr. Pierre El Khoury  
Resources: Module Nine of IP PANORAMA

10.45 – 11.00  Tea/Coffee Break

11.00 – 12.00  **Topic 7:**  Role of IP Management in Effective Government-University/Research Institutes-Industry Relations  
Speaker: Dr. Hanan Sboul SG, Jordanian Association of Pharmaceutical Manufacturers & Medical Appliances

12.00 – 13.00  **Topic 8:**  Case Studies of Effective IP Asset Management by SMEs in Jordan  
Speaker: Local speaker(s) from Jordan

**Wednesday, June 25, 2014**

09.00 – 10.00  **Topic 9:**  “Inventing the Future” – The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace  
Speaker: Dr. Christian Helmers, Department of Economics, University of Oxford  
Resources: Module Three of IP PANORAMA  
“Inventing the Future” – An Introduction to Patents for Small and Medium-Sized Enterprises

10.00 – 11.00  **Topic 10:**  Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising  
Speaker: Dr. Pierre El Khoury  
Resources: Modules Seven and Twelve of IP

This program will be uploaded at http://www.wipo.int/sme/en/activities/activities_2014.html
11.00 – 11.15  Tea/Coffee Break

11.15 – 12.00  Topic 11: Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information
Speaker: Dr. Christian Helmers
Resources: Module Six of IP PANORAMA

12.00 – 13.00  Topic 12: Round Table Discussions: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Jordan
Moderator: Representative from the IPPD, Jordan
Discussants: Representatives of SME Support Institutions in the Syrian Arab Republic, Dr. Pierre El Khoury and Dr. Christian Helmers

Thursday, June 26, 2014

09.00 – 10.00  Topic 13: IP and Finance: Accounting and Valuation of IP Assets; IP-based Financing
Speaker: Dr. Christian Helmers
Resources: Module Eleven of IP PANORAMA

10.00 – 11.00  Topic 14: Intellectual Property in the Digital Economy
Speaker: Dr. Christian Helmers
Resources: Module Eight of IP PANORAMA

11.00 – 11.15  Tea/Coffee Break

11.15 – 12.15  Written Test (open book) for Evaluation of Participants

12.15 – 13.00  Summing up and Closing Ceremony

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