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|  intellectual property corporation of malaysia |

 MULTIMEDIA DEVELOPOMENT

 CORPORATION

 training of trainers program

WIPO/smes/KUL/11/INF/1 PROV.

OriGINAL: English

DATE: DECEMBER 27, 2010

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),

Multimedia Development Corporation (MDeC) *and*

the Intellectual Property Corporation of Malaysia (MyIPO)

MSC Malaysia Innovation Centre, Cyberjaya, Malaysia,

February 21 to 25, 2011

PROVISIONAL PROGRAM
prepared by the international bureau of WIPO (amended by MDeC)

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| **Monday, February 21, 2011** |
| 10. – 10.15 | Opening Ceremony: Representatives of MDeC, MYIPO and WIPO |
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| 10.15 – 11.15 | Introduction to the World Intellectual Property Organization (WIPO) and its Small and Medium-sized Enterprises (SMEs) Division; Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs |
|  | Speaker:Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises Division, WIPO, Geneva, Switzerland |
|  | Resources: Module One of IP PANORAMA multimedia toolkit |
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| 11.15 – 11.30 | Tea/Coffee Break |
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| 11.30 – 12.45 | “Making a Mark” – The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace |
|  | Speaker: Ms. Chew Kherk Ying, Senior Partner, Messrs Wong & Partners |
|  | Resources: Module Two of IP PANORAMA multimedia toolkit |
|  |  “Making a Mark” |
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| 12.45 – 13.45 | Lunch Break |
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| 13.45 – 15.00 | “Looking Good” – The Appeal of Designs in Getting Noticed by the Customer |
|  | Speaker: Ms. Chew Kherk Ying |
|  | Resources: Module Two of IP PANORAMA multimedia tookit |
|  |  “Looking Good” |
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| 15.00 – 15.15 | Tea/Coffee Break |
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| 15.15 – 14.30 | “Inventing the Future” – The Importance of Inventive and Innovative Activity in Maintaining Competitiveness |
|  | Speaker: Mr. P. Kandiah, Senior IP Consultant, KASS  International Sdn. Bhd. |
|  | Resources: Module Three of IP PANORAMA |
|  |  “Inventing the Future” |
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| **Tuesday, February 22, 2011** |
| 10.00 – 11.15 | “In Confidence” – Putting in Place a Trade Secret Protection Program “  |
|  | Speaker: Mr. Anil Sinha, Counsellor, SMEs Division, WIPO |
|  | Resources: Module Four of IP PANORAMA |
|  |  “In Confidence”  |
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| 11.15 – 11.30 | Tea/Coffee Break |
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| 11.30 – 12.45 | Creative Expression” - Benefiting from your Copyright and Using the Copyright Works of Others  |
|  | Speaker: Mr. Deepak Pillai, Senior Partner,  Messrs. Haryati Deepak  |
|  | Resources: Module Five of IP PANORAMA |
|  |  Creative Expression |
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| 12.45 – 13.45 | Lunch Break |
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| 13.45 – 15.00 | Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks  |
|  | Speaker: Mr. Anil Sinha |
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| 15.00 – 15.15 | Tea/Coffee Break |
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| 15.15 – 16.30 | IP Law and Administration in Malaysia  |
|  | Speaker: Representative from MyIPO |
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| **Wednesday, February 23, 2011** |
| 10.00 – 11.15 | Intellectual Property in the Digital Economy |
|  | Speaker: Mr. Deepak Pillai   |
|  | Resources: Module Eight of IP PANORAMA |
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| 11.15 – 11.30 | Tea/Coffee Break |
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| 11.30 – 12.45 | Intellectual Property Issues in International Business |
|  | Speaker: Mr. Anil Sinha  |
|  | Resources: Module Nine of IP PANORAMA |
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| 12.45 – 13.45 | Lunch Break |
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| 13.45 – 15.00 | Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information |
|  | Speaker: Mr. P. Kandiah  |
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|  | Resources: Module Six of IP PANORAMA<http://osint.pbworks.com/f/Fahey_2007.pdf> |
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| 15.00 – 15.15 | Tea/Coffee Break |
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| 15.15 – 16.30 | Exploiting Intellectual Property Assets; Overview of Licensing, Franchising and Merchandising |
|  | Speaker: Ms. Wong Jin Nee, Senior Partner, Messrs. Wong Jin Nee & Teo |
|   | Resources: Modules Seven and Twelve of IP PANORAMA |
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| **Thursday, February 24, 2011** |
| 10.00 – 11.15 | IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing  |
|  | Speaker: Mr. Guriqbal Singh Jaiya |
|  | Resources: Module Eleven of IP PANORAMA |
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| 11.15 – 11.30 | Tea/Coffee Break |
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| 11.30 – 12.45 | Enforcing Intellectual Property Rights in Malaysia  |
|  | Speaker: Mr. Teo Bong Kwang, Senior Partner,  Messrs. Wong Jin Nee & Teo |
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| 12.45 – 13.45 | Lunch Break |
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| 13.45 – 15.00 | Role of IP Management in Effective Government -University/Research Institute-Industry Relations  |
|  | Speakers: Mr. Guriqbal Singh Jaiya  A representative of from a Malaysian University/Research Institute |
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| 15.00 – 15.15 | Tea/Coffee Break |
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| 15.15 – 16.30 | IP Asset Management: IP Audit and IP Due Diligence |
|  | Speaker: P. Kandiah |
|  | Resources: Module Ten of IP PANORAMA |

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| **Friday, February 25, 2011** |
| 10.00 – 11.15 | Presentation of Case Studies or Group Exercise based on a case study or a business scenario : Effective Use of Intellectual Property Assets by SMEs in their Business Strategies |
|  | Speaker: Ms. Wong Jin Nee, Senior Partner, Messrs Wong Jin Nee & Teo  |
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| 11.15 – 11.30 | Tea/Coffee Break |
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| 11.30 – 12.45 | Current and Proposed IP Information, Teaching/Training, Advice and Consulting Services for entrepreneurs and SMEs in Malaysia |
|  | Speaker: Representatives from MyIPO, MDeC and SMECorp |
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| 12.45 – 14.15 | Lunch Break |
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| 14.15 – 15.30 | Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Malaysia |
|  | Moderator: Mr. Guriqbal Singh Jaiya  |
|  | Discussants: Representative(s) of MyIPO, SMECorp, MDeC, Local IP Consultants and Mr. Sinha |
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| 15.30 – 15.45 | Tea/Coffee Break |
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| 15.45 – 17.00 | Written Test (open book) for Evaluation of Participants |
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| 17.00– 17.30 | Summing up and Closing Ceremony |

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