WIPO TRAINING OF TRAINERS PROGRAM ON EFFECTIVE INTELLECTUAL PROPERTY ASSET MANAGEMENT BY SMALL AND MEDIUM-SIZED ENTERPRISES

Organized by
the World Intellectual Property Organization (WIPO)
and
the King Abdulaziz City for Science and Technology (KACST)

Riyadh, Kingdom of Saudi Arabia, January 29 to February 2, 2011

PROVISIONAL PROGRAM
prepared by the international bureau of WIPO
Saturday, January 29, 2011

8.30 – 8.45 Opening Ceremony
Representative of WIPO: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises Division, WIPO, Geneva, Switzerland
Representative of King Abdulaziz City for Science and Technology

8.45 – 10.00 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
An Introduction to the World Intellectual Property Organization
The World Intellectual Property Organization and its Program for SMEs
Intellectual Property Management for Enhancing the Competitiveness of SMEs and Other Creative Communities
Creative Communities
IP PANORAMA TM

10.00 – 10.15 Tea/Coffee Break

10.15 – 11.30 “Making a Mark” – The Role of Trademarks in Branding
Speaker: Ms. Najmia Rahimi, Senior Program Officer, SMEs Division, WIPO, Geneva, Switzerland

Resources: Module Two of IP PANORAMA
“Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprises”
The Role of Trademarks in Marketing
Trademark Usage: Getting the Basics Right
The Synergy of Trademarks and Marketing
So What are the Do's & Don'ts for Choosing a Brand?

Independent Existence or Coexistence of Identical or Similar Trademarks

11.30 – 12.30 Lunch Break


Speaker: Ms. Larysa Kushner, Consultant, Minsk, Belarus

Resources: Module Two of IP PANORAMA
Looking Good – An Introduction to Industrial Designs for Small and Medium-Sized Enterprises
The Power of Design for Marketing Success


Speaker: Ms. Rachna Singh Puri, CEO, Xellect IP Solutions, Bangalore, India

Resources: Module Three of IP PANORAMA
Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises
Quality Patents: Claiming What Counts
Managing Patent Costs: An Overview

Sunday January 30, 2011

8.30 – 9.45 “In Confidence” – Putting in Place a Trade Secret Protection Program in an SME

Speaker: Ms. Najmia Rahimi

Resources: Module Four of IP PANORAMA
In Confidence (Draft WIPO publication)
Trade Secrets are Gold Nuggets: Protect Them
Trade Secrets: Policy Framework and Best Practices
Disclosing Confidential Information
What an Employee Needs to Know About Trade Secrets

9.45 – 10.00  Tea/Coffee Break

10.00 – 11.30  “Creative Expression” - Benefiting From Your Copyright and Using the Copyright Works of Others in Your Business

Speaker:  Ms. Larysa Kushner

Resources:  Module Five of IP PANORAMA

“Creative Expression – An Introduction to Copyright for Small and Medium-Sized Enterprises”

Copyright Protection:  Reaping the Benefits of Literary or Artistic Creation

Intellectual Property in the Fashion Industry

Using Photographs of Copyrighted Works and Trademarks

Legal Pitfalls of Taking and Using Photographs of Copyright Material, Trademarks and People

What to do if you are Accused of Copyright Infringement

11.30 – 12.30  Lunch Break


Speaker:  Ms. Rachna Singh Puri

The Value of Collective and Certification Marks for Small Players

Using Collective Marks for the Protection of Traditional Products

Role of Intellectual Property in Enhancing the Competitiveness of the Tourism Industry

13.45 – 15.00  IP Law and Administration in Saudi Arabia

Speaker:  Local speaker from Saudi Arabia

Monday, January 31, 2011

Speaker: Ms. Larysa Kushner

Resources: Module Eight of IP PANORAMA

Business Success, Copyright and the Digital Environment

Intellectual Property and E-Commerce: How to Take Care of Your Business Website

9.45 – 10.00 Tea/Coffee Break

10.00 – 11.30 Managing Intellectual Property Assets in International Business

Speaker: Ms. Najmia Rahimi

Resources: Module Nine of IP PANORAMA

SMEs or Micromultinationals? Leveraging the Madrid System for International Branding

The Outsourcing Offshore Conundrum: An Intellectual Property Perspective

International Trade in Technology – Licensing of Know-How and Trade Secrets

International Trade in Technology – Licensing of Know-How and Trade Secrets

11.30 – 12.30 Lunch Break


Speaker: Ms. Rachna Singh Puri

Resources: Module Six of IP PANORAMA

Connecting Strategy and Competitive Intelligence: Refocusing Intelligence to Produce Critical Strategy Inputs

Intellectual Property Rights Information Serving Innovation

Patents in Technical Standards

Prior Art Searches: A Must for Innovative SMEs
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<td>13.45 – 16.30</td>
<td>Going Beyond the Prior Art Search: Exploiting Intellectual Property Assets; Overview of Licensing, Franchising and Merchandising</td>
<td>Mr. Guriqbal Singh Jaiya</td>
<td>Modules Seven and Twelve of IP PANORAMA</td>
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<td>Exchanging Value - Negotiating Technology Licensing Agreements - A Training Manual</td>
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<td>Successful Technology Licensing</td>
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<td>Franchising &amp; Licensing - What are they? and how can you benefit from them?</td>
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<td>IP Licensing: Reaping the Benefits</td>
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<td>IP Licensing: Reaping the Benefits</td>
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<td>Starting a New Company: Consider Franchising as an Option</td>
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<td>IP Licensing: Reaping the Benefits</td>
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<td>Savvy Marketing: Merchandising of Intellectual Property Rights</td>
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<td>Role of the Intellectual Property System in Developing and Marketing of New Products</td>
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<td>Tuesday, February 1, 2011</td>
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<td>8.30 – 9.45</td>
<td>IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing</td>
<td>Mr. Guriqbal Singh Jaiya</td>
<td>Module Eleven of IP PANORAMA</td>
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<td>IP Reporting</td>
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<td>10.00 – 11.30</td>
<td>Enforcing Intellectual Property Rights in Saudi Arabia</td>
<td>Local Speaker from Saudi Arabia</td>
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<td>12.30 – 13.45</td>
<td>Role of IP Management in Effective Government-University/Research Institutes-Industry Relations</td>
<td>Mr. Guriqbal Singh Jaiya</td>
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13.45 – 15.00 IP Asset Management: IP Audit and IP Due Diligence

Speaker: Ms. Rachna Singh Puri
Resources: Module Ten of IP PANORAMA
- IP Audit: “A How To” Guide
- IP Due Diligence Readiness

Wednesday, February 2, 2011

8.30 – 9.45 Case Studies or Group Exercise: Effective Use of Intellectual Property Assets by SMEs in their Business Strategies

Speaker: Local expert(s) from Saudi Arabia
- Ms. Rachna Singh Puri
- Ms. Larysa Kushner

Resources: Module Ten of IP PANORAMA

9.45 – 10.00 Tea/Coffee Break

10.00 – 11.30 Current and Proposed IP Information, Teaching/Training, Advice and Consulting Services for SMEs in Saudi Arabia

Speaker: Local Speakers from Saudi Arabia

11.30 – 12.30 Lunch Break

12.30 – 13.45 Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Saudi Arabia

Moderator: Mr. Guriqbal Singh Jaiya
Discussants: Representative(s) of SME Support Institution in Saudi Arabia, Ms. Rachna Singh Puri, Ms. Larysa Kushner,
and Ms. Rahimi

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<td>13.45 – 15.00</td>
<td>Written Test (open book) for Evaluation of Participants</td>
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<td>15.00– 15.30</td>
<td>Feedback from participants, summing up and closing ceremony</td>
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