



# **WIPO ACADEMY EDUCATION AND TRAINING PROGRAMS PORTFOLIO**

2012



**WIPO ACADEMY  
EDUCATION AND TRAINING  
PROGRAMS PORTFOLIO**

2012

## STATEMENT FROM THE DIRECTOR GENERAL

Intellectual property (IP) is one of the very oldest fields of international collaboration and, in the last 20 years in particular, it has become one of the most universal. There is every sign that the importance of IP will continue to expand dramatically. The reason for this is that IP is central to the commercialization, transfer and use of knowledge and information. IP encompasses a broad spectrum of rights: from patents that drive investment in, and diffusion of, innovation; to brands and designs that enable valuation and order in the market; to copyright that underpins our wonderfully diverse cultural and creative milieu.

Since the late 19th century, there has been an international organization dedicated to promoting IP for innovation, creativity and development. In 1970, that organization became known as the World Intellectual Property Organization. WIPO is a specialized agency of the United Nations, based in Geneva, Switzerland, and is made up of 184 Member States.

The Organization has four main areas of activity. First, we provide services to the global economy through our international application and registration systems: the PCT System for patents, the Madrid System for trademarks, The Hague System for designs and the Lisbon System for geographical indications, as well as the dispute resolution services of the WIPO Arbitration and Mediation Center.

Second, we facilitate the development by Member States of the legal architecture of the international IP system. Thirdly, WIPO develops and coordinates various elements of the increasingly important global infrastructure for IP in the form of databases, platforms and other IT systems and tools.

Our fourth, very important area of activity is enhancing the capacity of the developing and least developing countries to participate in, and to use, the IP system. It is here that the WIPO Academy fits in. Established in 1998, the WIPO Academy has become one of the Organization's key programs and a major contributor to capacity building activities. WIPO's vision for development embodies a commitment to mainstream the development dimension into every program within the Organization.

In order to enable meaningful participation by every country in the international IP system, there is a need for action on four fronts: national IP and innovation strategies; development-oriented regulatory frameworks; institutional and technical infrastructure; capacity building. It is within this fourth aspect—capacity building—that the WIPO Academy plays a central role.

In a time when information has never been more prolific, the need for what the corporate world calls 'value-adding' is absolutely critical. That is why the WIPO Academy focuses not just on information, but on knowledge-generation. In all of our programs, we want participants to complement their own experiences with guidance from people who know IP and know how it works to stimulate innovation, creativity and development. Through high levels of interaction and a dynamic and empirical approach, participants in the WIPO Academy will gain specialized knowledge and, most importantly, the capacity to apply that knowledge to add value in today's networked, technology-driven world.



Francis Gurry  
Director General

## PREFACE

The purpose of this publication is to provide a comprehensive guide to the educational, research, and training IP programs offered by the WIPO Academy. These programs target a broad range of prospective participants, namely government officials, policy makers, academics, teachers, students, staff of IP offices and collective management organizations, lawyers, business executives, experts, professionals and various stakeholders in the field of IP and the management of IP rights (IPRs).

The WIPO Academy was established in 1998, with the main objectives to develop human resources in the field of IP in developing countries, least developed countries (LDCs) and countries with economies in transition on the one hand, and on the other, to demystify IP with a commitment to promote a greater awareness of IP worldwide. These objectives remain key elements of the work carried out by the WIPO Academy and continue to guide its current activities.

In the digital environment, in which the availability of information is so prolific, there is a critical need for “value-adding”. The WIPO Academy thus focuses on knowledge-generation. By adopting an interdisciplinary approach to IP education it focuses on links between trade, innovation, health, applied sciences, information technology, creative industries and IP. It combines traditional face-to-face and distance learning methodologies to offer a portfolio of education and training programs of which the present document introduces the main components and information.

The **Professional Development Program** offers:

- Courses in industrial property and copyright and related rights at the intermediate and advanced levels;
- Specialized courses in IP for specific target audiences in cooperation with its long-standing partner institutions;
- Specialized courses for the benefit of senior officials from research and development (R&D) institutions and transfer of technology centers from developing countries, LDCs and countries with economies in transition;
- Specific courses targeting copyright collective management organizations; and
- WIPO-WTO Advanced Course on Intellectual Property for Government Officials.

The **Distance Learning Program** offers the following courses, a number of which serve as prerequisite for professional training courses:

- Primer on IP course (DL-001);
- General Course on IP (DL-101);
- Primer on the PCT (DLPCT- 101) in seven languages;
- 11 Advanced and Specialized Courses in four languages on:
  - Copyright and Related Rights (DL-201),
  - IP and Electronic Commerce (DL-202),
  - IP and Biotechnology (DL-204) (in 2013),
  - Patents (DL-301),
  - Trademarks (DL302) (in 2013),
  - WIPO Arbitration and Mediation Rules (DL-317),
  - Patent Information Search (DL-318),
  - Basics of Patent Drafting (DL-320),
  - IP Management in the Publishing Industry (DL-401),
  - IP Management (DL-405), and the
- Joint Specialization in IP Certificate of the WIPO and University of South Africa (UNISA) via distance learning.

The **Academic Institutions Program** offers joint Master Degree programs for the benefit of developing countries, LDCs and countries with economies in transition:

- Master of Laws in Intellectual Property (LLM) - University of Turin, (international program) Turin, Italy;
- Master Degree in Intellectual Property (MIP) – Africa University (regional program), Mutare, Zimbabwe;
- Master of Laws in Intellectual Property (MIP) Law - Queensland University of Technology (regional program), Brisbane, Australia;
- Masters Degree in Intellectual Property (MIP) – University of Yaoundé II (regional program), Yaoundé, Cameroon;
- Master of Laws in IP - Haifa University – Israel;
- WIPO-WTO Colloquium for Teachers of IP, Geneva, Switzerland.

The **Executive Education Program** which has been redesigned is organized for the benefit of IP managers, executives, entrepreneurs, senior general and technical executives, managers of legal departments and other wide range of stakeholders from developing countries, LDCs and countries in transition to a market economy.

The **WIPO Summer Schools Program** which is offered annually in different localities provides opportunities to students and young professionals to acquire deeper knowledge of IP. All Summer Schools share a common curriculum, format and duration and have an interdisciplinary and problem-oriented approach.

Through all its programs, activities, events and courses the WIPO Academy offers a unique “bridge to knowledge on IP” and contributes to the promotion of IP as a tool for economic, social, cultural and technical development on an international dimension.

## TABLE OF CONTENTS

<b>PROFESSIONAL DEVELOPMENT PROGRAM</b>		<b>8</b>
1.	General Information	10
2.	Interregional Intermediate Seminar on Industrial Property	13
	i. Interregional Advanced Training Course on Patent Documentation and Information, Vienna, Austria	15
	ii. Interregional Advanced Training Course on Industrial Property, Munich, Germany	16
	iii. Interregional Training Seminar on Industrial Property: A Guide through Industrial Property Documentation, Munich, Germany	17
	iv. Training Course on Industrial Property, Lisbon, Portugal	18
	v. Training Course on Industrial Property, Casablanca, Morocco	19
	vi. Training Course on Industrial Property, Cairo, Egypt	
	vii. Advanced Practical Training Course on Trademarks and Common Aspects of Industrial Property, Madrid, Spain	20 21
	viii. WIPO/CEIPI Advanced Training Course on the Legal, Administrative and Economic Aspects of Industrial Property, Strasbourg, France	22
	ix. Training Course on Industrial Property, Prague, Czech Republic	23
	x. Training Course on Industrial Property, Paris, France	24
	xi. Training Course on Industrial Property, Jerusalem, Israel	25
	xii. Training Course on Industrial Property, Berne, Switzerland	26
3.	WIPO-WTO Advanced Course on Intellectual Property for Government Officials	27
4.	WIPO/EPO/OEPM Seminar on Coordinated Patent Search and Examination Procedures for Nationals of Latin American Countries: Geneva, Switzerland and Munich, Germany	28
5.	WIPO/CIPO Executive Workshop on the Application of Management Techniques in the Delivery of Intellectual Property Services, Gatineau, Canada	29
6.	Interregional Intermediate Seminar on Copyright and Related Rights, Geneva, Switzerland	30
	i. WIPO/ONDA Training Course on Copyright and Related Rights, Algiers, Algeria	31
	ii. WIPO/Ministry of Education and Culture Training Course on Copyright and Related Rights, Helsinki, Finland	32 33
	iii. WIPO/Ministry of Culture and Francophone Affairs Training Course on Copyright and Related Rights, Paris, France	
	iv. WIPO/SGAE Training Course on Copyright and Related Rights, Madrid, Spain	34
	v. WIPO/BCC Training Course on Copyright and Related Rights, London, United Kingdom	35
7.	WIPO/Sweden Advanced Course on Industrial Property in the Global Economy, Stockholm, Sweden	37
8.	WIPO/Sweden Advanced Course on Copyright and Related Rights in the Global Economy, Stockholm, Sweden	39
9.	WIPO/Norwegian Industrial Property Office (NIPO) Training Course on Patents, Oslo, Norway	41
10.	WIPO Seminar for Diplomats on IP Issues, Geneva, Switzerland	42

**DISTANCE LEARNING PROGRAM****43**

1. General information	44
2. Intellectual Property Primer (DL-001)	47
3. General Primer – Introduction to the Patent Cooperation Treaty (101-PCT)	48
4. General Course on Intellectual Property (DL-101)	50
5. Advanced Course on Copyright and Related Rights (DL-201)	52
6. Advanced Course on E-Commerce and Intellectual Property (DL-202)	54
7. Advanced Course on Biotechnology and Intellectual Property (DL-204) (in 2013)	56
8. Introduction to the UPOV System of Plant Variety Protection (DL-205)	58
9. Patents (DL-301)	60
10. Trademarks, Industrial Designs and Geographical Indications (DL-302) (in 2013)	62
11. Arbitration and Mediation under the WIPO Rules (DL-317)	63
12. Patent Information Searching (DL-318)	64
13. Basics of Patent Drafting (DL-320)	65
14. Advanced Course on Managing Intellectual Property in the Book Publishing Industry (DL-401)	67
15. Intellectual Property Management (DL-450)	69
16. Joint WIPO-UNISA Intellectual Property Specialization Program via Distance Learning jointly offered by the WIPO Academy and the University of South Africa (UNISA)	71

**ACADEMIC INSTITUTIONS PROGRAM****73**

1. General Information	74
2. Master Program (LLM) in Intellectual Property, jointly offered by the WIPO Academy and the University of Turin	75
3. Master Degree in Intellectual Property (MIP), jointly offered by the WIPO Academy, the Africa University and the African Regional Intellectual Property Organization (ARIPO)	76
4. Master of Intellectual Property Law, jointly offered by the WIPO Academy and the Queensland University of Technology (QUT)	77
5. Masters in Intellectual Property Law course offered jointly by the WIPO Academy, the Denis Ekani Training Center of the African Intellectual Property Organization (OAPI) and the Faculty of Legal and Political Sciences of the University of Yaoundé II (UY II)	78
6. Master Program in Patent Law (MA), jointly offered by the WIPO Academy and the University of Haifa	80
7. Joint WIPO-UNISA Intellectual Property Specialization Program via Distance Learning, jointly offered by the WIPO Academy and the University of South Africa (UNISA)	81
8. WIPO-WTO Colloquium for Teachers of Intellectual Property	82



## **EXECUTIVE EDUCATION PROGRAM**

**85**

1. Objectives	86
2. Background	86
3. Target Audience	86
4. Methodology	86
5. Content	87
6. Expected Benefits	87
7. Registration Fees	87
8. Travel and Accommodation	87

## **SUMMER SCHOOLS PROGRAM**

**89**

1. Objectives	90
2. Program	90
3. Content and Structure	90
4. Eligibility	91
5. Distance Learning	91
6. Registration Fees	91
7. Travel, Accommodation and Living Expenses	91
8. Award	91
9. Venue and Duration	91
10. Partnerships	91
11. Further Details	91



WIPO ACADEMY  
PROFESSIONAL DEVELOPMENT PROGRAM  
2012

# PROFESSIONAL DEVELOPMENT PROGRAM

## 1. General Information

### **Objectives**

The objective of the WIPO training program is to provide general and specialized training for professionals in the field of IP. The program is carried out in cooperation with governments and specialized institutions.

### **Program**

This program offers training on international developments in the field of IP (industrial property; and copyright and related rights). It takes place at WIPO headquarters in Geneva, Switzerland. It also offers practical training at one or more cooperating national or regional industrial property or copyright offices. The types of courses offered, including a brief summary of the topics covered, are described below.

### **Target Audience**

The WIPO training program is demand-driven and aims at promoting exchange of information among different groups, including right owners, managers and law enforcement officers. The target audience include officials from Member States in industrial property offices, copyright offices, collective management organizations, relevant Ministries and research and development (R&D) institutions whose mandate comprises IP issues.

### **Eligibility**

Attention is drawn to the information on the nature and scope of each course and the qualification requirements. Candidates are expected to continue their service in the field of IP, or in related institutions, on completion of their training.

Candidates for the training courses and seminars offered under the Professional Development Program should have completed the Distance Learning Course (DL-101) "General Course on Intellectual Property" and passed the examination. Candidates may register through the Internet Website of the WIPO Academy ([www.wipo.int/academy](http://www.wipo.int/academy)) in order to complete that DL-101. Candidates who do not have access to the Internet may request the WIPO Academy to provide a CD-ROM containing the DL-101 Course.

### **Language of Proficiency**

Candidates are required to have a good knowledge of the language in which the training is to be conducted.

### **Application Form**

For government officials, it is recommended that the application form be duly completed and signed by the applicant and endorsed by the Director General of the Office or senior official of the relevant Ministry before it can be considered. Special attention is drawn to sections 10 to 12 of the form, which should be completed correctly, stating clearly defined training requirements and the objectives that the candidate wishes to achieve.

A recent photograph of the candidate must also be attached to the application form.

The application form is available in Adobe PDF and in MS Word formats on the website at [www.wipo.int/academy](http://www.wipo.int/academy).

### **Selection of Candidates**

The selection of candidates is carried out by WIPO. The selected candidates are notified directly.

## PROFESSIONAL DEVELOPMENT PROGRAM

### **Administrative Arrangements**

Information concerning travel and other administrative arrangements for participation in the training program is communicated directly to the candidate or through the UNDP office where applicable.

### **Medical Insurance**

Holders of WIPO fellowships participating in courses or seminars lasting two weeks or more are covered by a medical insurance taken out by WIPO for the training period. Details of the medical insurance scheme are sent to selected candidates.

### **Medical Examination**

Candidates selected for a training course lasting two weeks or more are required to undergo a medical examination confirming that they are in good health. The medical examination is to be carried out by a physician recognized by the United Nations in the candidate's country. When applicable, WIPO informs the selected candidates of the requirement for medical examination through the relevant UNDP office.

### **Visa Requirements**

In view of the strict entry visa requirements of countries in which the training courses or seminars are organized, WIPO will not authorize the selected candidates to travel unless they have obtained all the required entry visas in advance.

### **Travel and Accommodation**

Travel and subsistence expenses are borne by WIPO and/or by the governments or organizations cooperating with WIPO in organizing the training course. Participants receive a daily subsistence allowance adequate to cover the cost of accommodation and meals. In certain cases, the allowance is partly replaced by free-of-charge accommodation and/or meals.

### **Evaluation**

At the end of each course or seminar, participants are required to complete an evaluation questionnaire prepared by WIPO. The answers to the questionnaire are treated in strict confidence. They are intended to serve as a basis for assessing the value of, as well as to enrich, the various courses and seminars in order to help WIPO improve its courses in the future.

Each participant in the WIPO training program is also required to transmit a report on the course or seminar following completion. The report should contain brief comments on the content, organization and other relevant aspects of the course or seminar. WIPO also welcomes suggestions or recommendations that would assist it in improving its training program. Reports and suggestions are treated in strict confidence.

## PROFESSIONAL DEVELOPMENT PROGRAM

### **Special Conditions**

#### ***Attendance***

Regular attendance is compulsory throughout the training period. WIPO reserves the right to terminate the fellowship of any participant who fails to meet this requirement.

#### ***Accompanying persons***

Participants are requested not to bring any accompanying persons to the courses. In any event, WIPO does not take any responsibility or incur administrative costs or take any action (e.g., make travel arrangements, provide a subsistence allowance, arrange entry visas or insurance, etc.) for such persons. Arrangements made for the participants by WIPO and/or the host institutions are solely for the benefit of the participants.

#### **Award**

A certificate of participation is issued to the participants at the end of each training program.

### 2. Interregional Intermediate Seminar on Industrial Property

#### Description

The seminar is designed to: (1) provide training and information on various aspects of industrial property, to promote debate on topical issues among the participants through case studies; (2) raise awareness of the role of IP as a tool for development; and (3) enhance and develop skills in the management of industrial property in IP offices especially in a fast changing environment. The visit to WIPO headquarters gives the participants the opportunity to meet WIPO officials in charge of activities and programs aimed at their respective regions as well as specialists in various aspects of industrial property.

The program includes group discussion sessions where the participants are split into different groups to enable intensive interaction and discussion on selected topics. Each group presents a short report on these discussions in plenary sessions. The Interregional Intermediate Seminar is followed by two weeks of practical training in an industrial property office.

#### Content and Structure

The seminar covers, *inter alia*, the following topics:

- WIPO and its role in promoting the use of IP as a tool for economic and social development;
- recent developments in the international framework on patents, trademarks, industrial designs, geographical indications and international conventions;
- the Patent Law Treaty (PLT) and Substantive Patent Law Treaty (SPLT);
- the relevance of the PCT system to developing countries;
- the Singapore Treaty on the Law of Trademarks;
- advantages of the Madrid and Hague systems for developing countries and countries with economies in transition;
- genetic resources, biotechnology and traditional knowledge: towards a suitable protection system;
- patentability test of inventions;
- compulsory licensing of patents;
- distinctiveness of trademarks; well-known marks;
- IP and national development;
- IP and small and medium sized enterprises (SMEs);
- trademarks validity: experience of national offices and case law;
- enforcement of IPRs;
- the protection of new plant varieties according to the International Convention for the Protection for New Varieties of Plants (UPOV);
- group discussions: case studies.

#### Practical Training

At the end of the seminar, the participants undergo two weeks of practical training at the national or regional industrial property office of one of the following countries: Austria, Czech Republic, Egypt, France, Germany, Israel, Morocco, Spain and Switzerland.

#### Target Audience

Specific to each course offered under the Interregional Intermediate Seminar on Industrial Property.

#### Language of Instruction

Simultaneous interpretation is provided in Arabic, English, French and Spanish.

## PROFESSIONAL DEVELOPMENT PROGRAM

### **Venue and Duration**

WIPO headquarters, three days.

### **Expected Period**

June.



## PROFESSIONAL DEVELOPMENT PROGRAM

### i. Interregional Advanced Training Course on Patent Documentation Information, Vienna, Austria

#### **Description**

Practical training course organized in cooperation with the Austrian Patent Office (APO).

#### **Content and Structure**

- Austrian registration and granting procedure for patents and utility models;
- registration and protection requirements of semiconductor topographies;
- IPC-ECLA patent classification;
- recent issues concerning compulsory licenses for pharmaceutical products, implementation of the Doha Declaration in the EC and the TRIPS Agreement;
- inventive step in the field of patents, with examples;
- PCT and APO;
- electronic data processing in patent administration;
- uniform presentation of bibliographic data in patent documents, using INID Codes;
- information services: library, information unit, registers, legal and technical inquiries, search on the state-of-the-art, written opinion on patentability;
- general overview on patent databases for online search;
- European Patent Office database, EPOQUE practical session;
- non-patent databases; practical examples, useful links;
- Quality Management System (QMS) in the Group Techniques;
- Supplementary Protection Certificates (SPC) for patents in the fields of pharmaceutical products and pesticides;
- computer-implemented inventions: discussions of practical examples, useful links;
- inventions in the field of biotechnology.

#### **Target Group**

Patent examiners.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

English.

#### **Venue and Duration**

APO, Vienna, Austria, two weeks.

#### **Expected Period**

June.

## PROFESSIONAL DEVELOPMENT PROGRAM

### ii. Interregional Advanced Training Course on Industrial Property, Munich, Germany

#### **Description**

Practical training course organized in cooperation with the German Patent and Trademark Office (GPTO).

#### **Content and Structure**

- GPTO tasks and organization;
- patent grant procedure and prerequisites;
- International Patent Classification (IPC);
- processing of patent applications prior to the filing of the request for examination;
- patent information services for the public;
- patent information and documentation in the GPTO;
- German utility model law;
- trademark issues;
- individual training;
- case studies.

#### **Target Group**

Patent examiners.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

English.

#### **Venue and Duration**

GPTO, Munich, Germany, two weeks.

#### **Expected Period**

June.

### iii. Interregional Training Seminar on Industrial Property: A Guide through Industrial Property Documentation, Munich, Germany

#### **Description**

Practical training course organized in cooperation with the European Patent Office (EPO).

#### **Content and Structure**

- European patent system introduction;
- patents: structure, significance and presentation;
- EPO classification tools;
- utilization of search reports;
- access to the technical information disclosed in patent documents;
- patents and economic development;
- patent system and small and medium-sized enterprises (SMEs);
- patent policy of a multinational company;
- patent documentation and information in an industrial enterprise;
- dissemination of patent information in an industrial property office (IPO);
- international and regional cooperation in the field of patent information;
- EPO Patent Information Services introduction;
- support for innovation;
- assessment of patent information;
- latest developments in technology; mixed Mode Software;
- Internet patent search.

#### **Target Group**

Patent examiners.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

English.

#### **Venue and Duration**

EPO, Munich, Germany, two weeks.

#### **Expected Period**

June.

## PROFESSIONAL DEVELOPMENT PROGRAM

### iv. Training Course on Industrial Property, Lisbon, Portugal

#### **Description**

Practical training course organized in cooperation with the National Institute of Industrial Property (INPI).

#### **Content and Structure**

- patents and utility models: regional conventions; examination procedures; management procedures; and appeals and litigation;
- industrial designs: requirements for protection; differentiation among designs, relationship with other IPRs; procedures for granting national, EU and international protection; litigation and practical exercises;
- management and enforcement of rights: EU-Administered Legislation, enforcement and appeals - INPI/IGAE collaboration;
- trademarks: examinations for inclusion in the national register; system of international trademark registration; national database;
- management and enforcement of rights: EU-Administered Legislation, enforcement and appeals - INPI/IGAE collaboration;
- practical exercises;
- objectives and role of documentation service in the field of IP;
- management of IP literature and documentation: publication of catalogue, industrial property bulletin, implementation of a digital library.

#### **Target Audience**

Patent examiners and officials from the relevant Ministry.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

Portuguese.

#### **Venue and Duration**

INPI, Lisbon, Portugal, two weeks.

#### **Expected Period**

June.

### v. Training Course on Industrial Property, Casablanca, Morocco

#### **Description**

Practical training course organized in cooperation with the Moroccan Industrial and Commercial Property Office (OMPIC).

#### **Content and Structure**

- OMPIC, tasks and organization;
- state-of-the-art searching;
- registration processing of trademarks and industrial designs;
- patent documentation and information;
- information services: library, information unit, registers, legal and technical inquiries;
- search on the state-of-the-art;
- written opinion on patentability;
- general overview on patent databases for online search.

#### **Target Audience**

Patent examiners and officials from the relevant Ministry.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

Arabic.

#### **Venue and Duration**

OMPIC, Casablanca, Morocco, two weeks.

#### **Expected Period**

June.

## PROFESSIONAL DEVELOPMENT PROGRAM

### vi. Training Course on Industrial Property, Cairo, Egypt

#### **Description**

Practical training course organized in cooperation with the Academy of Scientific Research and Technology (ASRT).

#### **Content and Structure**

- patent office, organization and administration;
- legal and technical patents examination;
- preparation of searches and use of computers, CD-ROMs and databases;
- IP and the impact of international conventions;
- classification and indexing of patent documents;
- searching of patent documents and information related to prior art.

#### **Target Audience**

Patent examiners and officials from the relevant Ministry.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

Arabic.

#### **Venue and Duration**

ASRT, Cairo, Egypt, two weeks.

#### **Expected Period**

June.

### vii. Advanced Practical Training Course on Trademarks and Common Aspects of Industrial Property, Madrid, Spain

#### **Description**

Practical training course organized in cooperation with the Spanish Patent and Trademark Office (OEPM).

#### **Content and Structure**

- OEPM: organization and operation; international activities; public information activities; publications, especially trademark publications; and demonstration of databases;
- model of the autonomous industrial property office;
- OEPM international activities;
- organization and operation of the OEPM Patents and Industrial Designs Department;
- derived marks and other forms of protection;
- generic denominations;
- causes of invalidity and lapse of distinctive signs;
- issues relating to similarity of trademarks;
- International Classification of Goods and Services (Nice Classification);
- International Classification of the Figurative Elements of Marks (Vienna Classification);
- demonstration of the databases of OEPM;
- system of OEPM for the production and exploitation of data;
- OEPM Technological Information Department;
- OEPM's public information activities, publications, especially trademark publications;
- distinctive signs and challenging decisions ; administrative appeals and administrative-judicial appeals; and the invalidation process;
- debate on jurisprudential criteria in the substantive examination of trademarks.

#### **Target Group**

Trademark examiners.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

Spanish.

#### **Venue and Duration**

OEPM, Madrid, Spain, one week.

#### **Expected Period**

June.

## PROFESSIONAL DEVELOPMENT PROGRAM

### viii. WIPO/CEIPI Advanced Training Course on the Legal, Administrative and Economic Aspects of Industrial Property, Strasbourg, France

#### **Description**

Practical training course organized in cooperation with the Center for International Industrial Property Studies (CEIPI).

#### **Content and Structure**

- historical insights into industrial property rights, including international conventions;
- patent as a source of technical information;
- National Institute of Industrial Property (INPI), Strasbourg visit;
- general theory of trademarks and trademark law in Europe;
- IP management department visit;
- protection of geographical indications;
- European copyright: a step-by-step harmonization;
- the Community Trade Mark, Office of Harmonization of the Internal Market;
- industrial property and technology transfer contract: obstacles to be overcome and conditions to be met to reinforce the effectiveness of technology transfer to developing countries;
- evaluation and strategies in the portfolio of patents and marks;
- introduction to the franchising system;
- IP and the promotion of innovation;
- biotechnology, biodiversity, traditional knowledge;
- the role of an: industrial property department; industrial property engineer in industry; and industrial property agent;
- principles of the PCT and the European patent;
- European Patent Office: an overview.

#### **Target Group**

Senior officials from the relevant Ministry.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

English and French, with simultaneous interpretation.

#### **Venue and Duration**

CEIPI, Robert Schuman University, Strasbourg, France, two weeks.

#### **Expected Period**

June.



### ix. Training Course on Industrial Property, Prague, Czech Republic

#### **Description**

Practical training course organized in cooperation with the Industrial Property Office of the Czech Republic.

#### **Content and Structure**

- Industrial Property Office activities;
- evolution in the area of IPRs protection in the Czech Republic;
- interpretation of the Czech legal provisions concerning protection of inventions; utility models; rationalization proposals and topographies;
- interpretation of the Czech legal provisions concerning protection of industrial design; provisions of the Act on industrial designs; requirements for granting and registration; and cancellation procedures; practical demonstrations and exercises;
- dispute and appeal procedures: cancellation of patents, utility models, industrial designs and trademarks; practical examples;
- patent information and search tool: PCT minimum documentation; patent documentation of international institutions;
- classification of patent information: IPC, ECLA; system of trademark classification; system of industrial design classification; search strategies, basic rules for the search inquiry;
- review of patent literature available in the Czech Republic;
- patent library in the Industrial Property Office;
- European Patent Convention (EPC); interconnection between European and national patent system;
- community trademark system
- country reports.

#### **Target Audience**

Patent examiners and officials from the relevant Ministry.

#### **Eligibility**

See the general conditions under the General Information of the Professional Development Program.

#### **Language of Instruction**

English.

#### **Venue and Duration**

Industrial Property Office, Prague, Czech Republic, two weeks.

#### **Expected Period**

June.

## PROFESSIONAL DEVELOPMENT PROGRAM

### x. Training Course on Industrial Property, Paris, France

#### **Description**

Practical training course organized in cooperation with the National Institute of Industrial Property (INPI).

#### **Content and Structure**

- tasks and mission of the INPI;
- Department of Trademarks and Industrial Designs: examination procedures and examination of opposition;
- Documentation and information Center: library, database (JURINPI) - INPI on the Internet, CD-ROM products;
- copyright and related rights;
- INPI's services for the public;
- Patent Department: summary of procedures, explanation of role of engineers;
- Customs Services;
- regional policy of INPI;
- striking the balance between technology transfer and the main contract clauses for technology transfer in France.

#### **Target Audience**

Patent and trademark examiners.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

French.

#### **Venue and Duration**

INPI, Paris, France, two weeks.

#### **Expected Period**

June.

### xi. Training Course on Industrial Property, Jerusalem, Israel

#### **Description**

Practical training course organized in cooperation with the Israel Patent Office.

#### **Content and Structure**

- Israel Patent Office, structure and its functions;
- patentability and non-patentability of inventions, novelty and inventive step within the framework of the Israel patent law;
- substantive examination of patent applications according to the Israel patent law;
- patentability of “use” claims;
- trademarks: procedural and substantive provisions under the trademark ordinance;
- trademark case law in Israel;
- substantive provisions of the design law;
- classification of designs;
- legal status of copyright in Israel;
- legal proceedings in patents, designs and trademarks;
- patentability and non-patentability of chemicals and biotechnological inventions - problems with respect to such inventions;
- substantive examinations of patent applications in chemistry and biotechnology;
- PCT Division in the Israel Patent Office, main activities;
- PCT EASY system: processing of international applications.

#### **Target Audience**

Patent and trademark examiners and officials from the relevant Ministry.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

English.

#### **Venue and Duration**

Israel Patent Office, Jerusalem, Israel, two weeks.

#### **Expected Period**

June.

## PROFESSIONAL DEVELOPMENT PROGRAM

### xii. Training Course on Industrial Property, Berne, Switzerland

#### **Description**

Practical training course organized in cooperation with the Swiss Federal Institute of Intellectual Property (SFI).

#### **Content and Structure**

- national procedures for registration and granting patents;
- organization and structure of the examination groups;
- procedures for European and PCT patents;
- technology and patent searches;
- substantive examinations - presentation of examples, search tools;
- Switzerland-Asia Patent Systems: a comparative study;
- Trademark Division;
- examination of national and international trademarks, presentation of examples, working tools;
- opposition procedures;
- legal service for patents;
- design protection in general; the Hague Agreement;
- protection of traditional knowledge and folklore;
- presentation of reports (patent section, trademark section, legal section).

#### **Target Group**

Patent examiners.

#### **Eligibility**

See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

English.

#### **Venue and Duration**

SFI, Berne, Switzerland, three weeks.

#### **Expected Period**

June.

### 3. WIPO-WTO Advanced Course on Intellectual Property for Government Officials

#### Description

WIPO and WTO organize jointly a two-week advanced course for senior government officials working in the IP field, especially those in from developing countries and countries with economies in transition. The advanced course is in English.

#### Content and Structure

- overview of international law and policy in intellectual property;
- intellectual property and economic development;
- visit to wipo library and meeting with wipo officials;
- copyright, the current international landscape: legal, policy and development dimensions;
- copyright flexibility;
- trademarks and industrial designs, the current international landscape: legal, policy and development dimensions;
- geographical indications, the current international landscape, legal, policy and development dimensions;
- patents, the current international landscape, legal, policy and development dimensions;
- intellectual property and public health: the current international landscape;
- options and strategies under the trade related aspects of intellectual property rights agreement (TRIPS) for access to medicines: the current state of play of implementation;
- WTO dispute settlement and the trips agreement;
- protection of plant varieties in international union for the protection of new varieties of plants;
- intellectual property and competition policy;
- intellectual property and genetic resources, traditional knowledge and folklore: the current international landscape and future directions;
- relationship between the trips agreement and the convention on biological diversity, the protection of traditional knowledge and folklore: recent developments in the WTO;
- intellectual property, electronic commerce, internet domain name disputes and the WIPO Arbitration and Mediation Centre;
- intellectual property and transfer of technology and licensing;
- enforcement of intellectual property: legal, policy and development dimensions;
- intellectual property and climate change;
- primary sources, and information resources in the field of intellectual property.

#### Eligibility

The advanced course is a multidisciplinary activity, open to senior government officials who are already familiar with the basics of IP from Distance Learning programs of either WIPO or WTO.

#### Venue and Duration

The advanced course is of two weeks duration and takes place at WIPO and WTO headquarters in Geneva during the first half of each year.

#### Registration

Twenty (20) places are available for applicants from developing countries and countries with economies in transition. The organizers cover their travel, accommodation and subsistence costs. The final selection is made by the organizers, taking into consideration the need for regional and gender balance. Selected applicants are directly notified by the organizers.

## PROFESSIONAL DEVELOPMENT PROGRAM

### 4. WIPO/EPO/OEPM Seminar on Coordinated Patent Search and Examination Procedures for Nationals of Latin American Countries: Geneva, Switzerland and Munich, Germany

#### Description

The objective of the seminar is to provide participants of Latin American Industrial Property Offices updated information and practical capacity-building in the fields of patent search and examination procedures, techniques and tools. Participants acquire specialized knowledge on patents, especially on new developments. The practical training at the EPO, Germany, includes case studies to familiarize participants with the technical aspects of search and examination procedures in the field of patents and to enhance and develop their skills in these matters.

#### Content and Structure

- WIPO and the International Patent System: trends and emerging issues in the field of patent rights: new developments in WIPO;
- WIPO-Administered Treaties in the field of patents: the Patent Law Treaty (PLT); the Patent Cooperation Treaty (PCT);
- visit to the WIPO PCT office and presentation of PCT-EASY and PCT-SAFE;
- international patent classification (CIP) and supporting IT tools;
- Standards and Documentation Working Group of the Standing Committee on Information Technologies (SCIT/SDWG);
- legal protection of industrial property in Spain, in particular regarding patents;
- OEPM's experience as industrial property office: challenges in quality management;
- OEPM's services in providing technical information;
- procedures for granting of patents, utility models and industrial designs according to the Spanish law;
- basic principles and concepts of patent search;
- practical workshop on patent search, using IT tools - Epoline-Register Plus, PCT online file inspection - Patent Scope;
- examination of formalities and supporting tools for patent examiners, EPO guidelines;
- practical session on patentability requirements: novelty and inventive step: "problem solution approach";
- practical session on the clarity of patent information and sufficient description;
- practical information on modifications, procedures for decision taking and opposition;
- group sessions: identification of main problems in the work of an examiner - possible solutions;
- the work of the patent examiners in national offices: quality of patents in Latin America - the role of the examiner in improving the quality;
- patents for chemicals and pharmaceuticals in the region: evolution, current situation and future perspectives.

#### Target Audience

Patent examiners.

#### Language of Instruction

Spanish.

#### Venue and Duration

WIPO, Geneva, Switzerland, two days; EPO, Munich, Germany, five days.

#### Expected Period

November.

### 5. WIPO/CIPO Executive Workshop on the Application of Management Techniques in the Delivery of Intellectual Property Services, Gatineau, Canada

#### Description

The workshop aims to train senior officials from national industrial property offices that are in a position to influence the daily management of their offices so as to ensure a better response to the needs of their clients. The course also imparts techniques for the implementation of effective quality control systems to monitor the delivery of IP services.

#### Content and Structure

- WIPO and its role in promoting the use of IP as a tool for economic development;
- business management at the Canadian Intellectual Property Office (CIPO) (structure, planning process, performance measures, financial administration);
- CIPO's human resources strategy;
- CIPO's information technology strategy;
- recent developments in the field of patents: international perspectives;
- modernization of IP offices: implications for developing countries;
- drivers of change – patents and trademarks;
- patent/trademarks: flow management in an automated environment;
- CIPO's information dissemination program;
- CIPO's Client Service Centre: client relationship management;
- outreach program
- quality management;
- the role of a Canadian agent;
- the Canadian College of Patents and Trademarks Agents;
- presentations by participants (topics: modernization, client services, outreach, dissemination, promotion, information management) followed by round table discussions.

#### Target Audience

Senior managers of Industrial Property Offices.

#### Language of Instruction

English.

#### Venue and Duration

CIPO, Gatineau, Canada, one week.

#### Expected Period

May.

## PROFESSIONAL DEVELOPMENT PROGRAM

### 6. Interregional Intermediate Seminar on Copyright and Related Rights, Geneva, Switzerland

#### Description

The objectives of the seminar is to: (1) provide an opportunity for training and provision of information on various aspects of copyright and related rights; (2) promote debate on topical issues among the participants through case studies; (3) raise awareness of the role of IP as a tool for development and to enhance and develop skills in the collective management of rights, especially in a fast changing environment.

#### Content and Structure

- the social, economic and cultural importance of copyright and related rights;
- the Berne, Rome, Phonograms and Satellites Conventions, and the TRIPS Agreement;
- impact of new technologies on copyright and related rights: The WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT);
- limitations and exceptions;
- collective management of copyrights and related rights;
- protection of audiovisual performances, non-original databases and broadcasting organizations;
- copyright and related rights as a source of protection for traditional creativity, folklore and cultural expressions;
- group discussions: case studies;
- flexibilities in the copyright system;
- emerging models for exploitation of copyright in the digital environment;
- harvesting the benefits of copyright exploitation: the distribution of revenues in the field of collective management of rights;
- licensing of copyright and related rights.
- presentations by participants and group discussions.

#### Practical Training

At the end of the seminar, the participants undergo two weeks of practical training at the national copyright office of one of the following countries: Algeria, Finland, France, Spain and United Kingdom.

#### Target Audience

Specific to each training course offered under the Interregional Intermediate Seminar on Copyright and Related Rights (see under i. to v.).

#### Language of Instruction

Simultaneous interpretation is provided in English, French and Spanish.

#### Venue and Duration

WIPO, Geneva, Switzerland, three days.

#### Expected Period

October.



### i. WIPO/ONDA Training Course on Copyright and Related Rights, Algiers, Algeria

#### **Description**

Practical training course organized in cooperation with the National Office of Copyright and Related Rights (ONDA).

#### **Content and Structure**

- general concepts of copyright;
- protection of copyright works in Algeria;
- problem of counterfeiting;
- enforcement of rights;
- collective management of copyright and related rights;
- collective management societies in developing countries;
- rights of broadcasters, writers and visual artists: rights of broadcasting organizations, rights acquisition for broadcasting purposes;
- rights of authors;
- collective management in the digital environment.

#### **Target Audience**

Copyright officers and officials from collective management organizations.

#### **Eligibility**

Interregional Intermediate Seminar in Geneva, Switzerland. See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

Arabic.

#### **Venue and Duration**

ONDA, Algiers, Algeria, two weeks.

#### **Expected Period**

October.

## PROFESSIONAL DEVELOPMENT PROGRAM

### ii. WIPO/Ministry of Education and Culture Training Course on Copyright and Related Rights, Helsinki, Finland

#### **Description**

Practical training course organized in cooperation with the Finnish Ministry of Education and Culture.

#### **Content and Structure**

- current developments in international copyright legislation, traditional knowledge and folklore;
- copyright law in Finland and the European Union; copyright and case law; the impact of digital technology on copyright;
- country reports from participating countries; case studies; issues relating to individual and collective management of rights;
- management of copyright and related rights: global, organizational, legal and administrative issues;
- collective management societies in developing countries; introduction to Finnish copyright organizations: their roles and interrelations;
- collective management in the digital environment;
- management of rights in musical works; the operating principles of the Finnish Composers' Copyright Society (TEOSTO); general licensing; broadcasting and mechanical licensing; documentation and distribution; private copying (blank tape levy);
- management of related rights: the rights of performing artists and phonogram producers;
- copyright and enforcement: fight against piracy in general; internet piracy; cooperation with authorities in piracy cases and special questions concerning EU border measures;
- rights of broadcasters, writers and visual artists: rights of broadcasting organizations; rights acquisition for broadcasting purposes;
- the rights of painters, sculptors and graphic designers;
- management of rights: general information about KOPIOSTO; reprography: surveys, distribution; audio-visual works: licensing, distribution; promotion of audio-visual culture;
- visit to TV-studio; visit to Media Center LUME.

#### **Target Audience**

Copyright officers and officials from collective management organizations.

#### **Eligibility**

Interregional Intermediate Seminar in Geneva, Switzerland. See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

English.

#### **Venue and Duration**

Helsinki, Finland, two weeks.

#### **Expected Period**

October.

### iii. WIPO/Ministry of Culture and Francophone Affairs Training Course on Copyright and Related Rights, Paris, France

#### **Description**

Practical training course organized in cooperation with the Ministry of Culture and Francophone Affairs.

#### **Content and Structure**

- scope of protection of copyright;
- rights of copyright owners;
- enforcement of rights;
- French legislation on copyright;
- copyright infringement;
- related rights;
- injunctive relief and remedies for copyright infringement;
- counterfeiting and piracy;
- role of IPRs in economic development;
- fair dealing: legal basis, practice and issues, including a three step test and interplay with exceptions and limitations to copyright in a European context.

#### **Target Audience**

Copyright officers, officials from the relevant ministries and officials from collective management societies.

#### **Eligibility**

Interregional Intermediate Seminar in Geneva, Switzerland. See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

French.

#### **Venue and Duration**

Ministry of Culture and Francophone Affairs, Paris, France, two weeks.

#### **Expected Period**

October.

## PROFESSIONAL DEVELOPMENT PROGRAM

### iv. WIPO/SGAE Training Course on Copyright and Related Rights, Madrid, Spain

#### **Description**

Practical training course organized in cooperation with the General Authors' and Publishers' Society of Spain (SGAE).

#### **Content and Structure**

- collective management of rights of authors, editors and their heirs;
- legal advice for right owners;
- SGAE's information infrastructure;
- broadcasting licenses;
- SGAE's technical assistance service for Latin American societies for the management of rights;
- exclusive licenses, fee collection;
- measures for the control of digital networks, audiovisual products and records;
- SGAE's experience in contracting and licensing;
- rights of remuneration for a private copy (audio or video) and for renting video and record support devices;
- SGAE's experience in mechanical reproduction;
- overview of legal services: functioning and organization;
- litigation services; cultural advice services;
- management of artistic works: documentation of audiovisual works; right owners of audiovisual works and rights managed by SGAE;
- SGA's quality management;
- institutional relations and strategic analysis;
- changes in copyright and related rights protection.

#### **Target Group**

Officers from collective management organizations.

#### **Eligibility**

Interregional Intermediate Seminar in Geneva, Switzerland. See the general conditions under the General Information of the Programs of the Professional Development Program.

#### **Language of Instruction**

Spanish.

#### **Venue and Duration**

SGAE, Madrid, Spain, one week.

#### **Expected Period**

October.

## PROFESSIONAL DEVELOPMENT PROGRAM

### v. WIPO/BCC Training Course on Copyright and Related Rights, London, UK

#### **Description**

Practical training course organized in cooperation with the British Copyright Council (BCC).

#### **Content and Structure**

- United Kingdom Copyright Law: general overview in the context of national, international and regional developments;
- overlap between copyright, trademarks, patents and design;
- traditional knowledge;
- copyright and developing countries, including a project on perspective of developing countries;
- copyright and competition law;
- copyright and parallel imports;
- role of the government in relation to IP including policy development and consultative process;
- publishers' rights and interests;
- moral rights of authors and performers;
- rights in software and computer programs, including business methods;
- authors' rights and interests: literary and dramatic works legal basis and case law; publishing contracts and the relationship between authors, agents and their publishers;
- broadcasters' rights and interests;
- broadcasting agreements and the work of script and screen writers;
- managing contributor rights at the British Broadcasting Corporation (BBC) in the digital environment;
- rights and interests of directors and producers;
- copyright licensing agency - reprographic copying and the work of the Copyright Licensing Agency (CLA);
- licensing for educational use;
- public lending right in the United Kingdom;
- copyright awareness - the role and activities of the British Music Rights;
- copyright action in the United Kingdom - a case study;
- interagency cooperation in the enforcement of copyright;
- enforcement of copyright - the experience of the computer program/games producers;
- copyright from the perspective of the judiciary;
- visit to the British Recorded Music Industry (BPI) or the International Federation of the Phonographic Industry (IFPI);
- IFPI's policy approach, dealing with internet and hard copy piracy and counterfeiting including use of forensics in court proceedings;
- presentation by the Mechanical-Copyright Protection Society (MCPS) Anti-Piracy Unit;
- issues for image collections and libraries holding copyright protected and public domain works, and the digitization of libraries;
- country reports; developing countries - project reports.

#### **Target Audience**

Senior officers from the relevant Ministry and senior copyright officials.

#### **Eligibility**

Interregional Intermediate Seminar in Geneva, Switzerland. See the general conditions under the General Information of the Programs of the Professional Development Program.

# PROFESSIONAL DEVELOPMENT PROGRAM

**Language of Instruction**

English.

**Venue and Duration**

BCC, London, United Kingdom, two weeks.

**Expected Period**

October.

### 7. WIPO/Sweden Advanced Course on Industrial Property in the Global Economy, Stockholm, Sweden

#### Description

The objective of the course is to enhance skills of decision-makers in the field of industrial property and to provide a forum for discussion of industrial property issues. Illustration of various aspects of international treaty negotiations in the field of industrial property are carried out. In addition, the course offers to participants the opportunity to share relevant experiences with Swedish officials and fellow participants.

The course is to be organized in four phases with a theoretical and practical content: 1) preparatory part (identification of a national project) consists of a preparatory inventory of participants' needs and problems in their home country; 2) course in Sweden: the course deals with issues related to the national and international protection of industrial property in the global economy; 3) interactive project work in the home country. After the Stockholm phase, participants should be able to implement a plan or project in their own country; and 4) a follow-up session, whose main objective is to review the project and its development and to discuss other issues and problems. It takes place in one of the participating countries for one week.

#### Content and Structure

- Swedish Patent and Registration Office: tasks and organization;
- IP and development: (1) basics about and rationale of IP law; (2) the industrial property system; (3) IP as an effective policy tool for economic growth;
- WIPO's progressive development in international property law: recent developments in the IP system; presentation of WIPO-Administered Conventions;
- IP as a tool for economic growth and development for developing countries;
- WIPO Intergovernmental Committee on IP and Genetic Resources, Traditional Knowledge and Folklore; enforcement of IPRs; customs issues;
- IP in the information age: copyright and database protection; IP and public policy issues;
- the international trading system: general aspects and the WTO; the role of the National Board of Trade; open trade gate; WTO and dispute settlement;
- Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), including multilateral environment agreements (MEA) and the Convention on Biological Diversity (CBD);
- enforcement provisions of IPRs; enforcement provisions in the TRIPS Agreement;
- country reports and projects; global patent system – legal aspects and developments;
- global system for trademarks, industrial design and utility models;
- industrial property system in Sweden: the Acts; teaching of IPRs: the University of Stockholm;
- trademark protection: criteria, procedures; trademark searches; national, community (Office of Harmonization for the Internal Market) (OHIM) and international (Madrid) systems;
- copyright administration: Swedish copyright organizations – their roles and interrelations;
- Swedish Patent and Registration Office's service to industry, inventors and attorneys;
- promoting awareness of IPRs, relevance for small and medium-sized enterprises (SMEs);
- IP and transfer of technology, foreign direct investment; TRIPS Agreement and health;
- IP and competition law; agriculture and genetic resources in the TRIPS Agreement.

#### Target Audience

Senior officers from the relevant ministries and academic officers (professors) from universities.

#### Language of Instruction

English.

## PROFESSIONAL DEVELOPMENT PROGRAM

### **Venue and Duration**

The Swedish Patent and Registration Office, Stockholm, Sweden, three weeks.

### **Expected Period**

April.



### 8. WIPO/Sweden Advanced Course on Copyright and Related Rights in the Global Economy, Stockholm, Sweden

#### Description

The objective of the course is to enhance skills and knowledge of senior managers who are responsible for the administration of systems for the protection of copyright and related rights from developing countries within the framework of the global economic system. In addition, the course offers to participants the opportunity to share relevant experiences between themselves and more importantly with Swedish officials.

The training course is organized in four phases: 1) preparatory part: it consists of a preparatory inventory of participants' needs and problems in their home country; 2) course in Sweden: participants receive knowledge and information on national and international protection of copyright and related rights in global trade; 3) interactive project work in the home country. After the Stockholm phase, participants should be able to implement a plan or project in their own country; and 4) a follow-up seminar with the main objective of discussing remaining issues and problems. It takes place in one of the participating countries for one week.

#### Content and Structure

- the Swedish Patent and Registration Office: its tasks and organization;
- IP and development: (1) basics about and rationale of IP law; (2) the copyright system; (3) copyright as an effective policy tool for economic growth;
- WIPO's norm-setting activities: recent developments in the law of copyright and related rights;
- presentation of WIPO-Administered Conventions, especially in the field of copyright/related rights;
- cultural and economic importance of copyright and related rights; IP in the information age;
- copyright and new technologies. How can developing countries contribute to increased technological transfer from developed countries by strengthening copyright protection?
- WIPO Intergovernmental Committee on IP and Genetic Resources, Traditional Knowledge and Folklore;
- Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS): copyright aspects;
- enforcement of copyright and related rights; enforcement provisions in the TRIPS Agreement;
- copyright system in Sweden: the Copyright Act; enforcement of copyright: customs issues;
- copyright protection at the regional level: case study of the European Union;
- collective management of copyright and related rights: global, organizational, legal and administrative issues; copyright and electronic commerce;
- teaching of copyright and related rights: the University of Stockholm;
- introduction to Swedish copyright organizations and their roles and interrelations,
- activities of IFPI Sweden, SAMI, Copyswede, BUS; collective management of reprography;
- Bonus-Presskopia and its activities; copyright and database protection;
- promoting awareness of copyright and related rights; National Swedish Television Company visit;
- International negotiations case study: defending the national interest.

#### Target Audience

Senior officers from the relevant Ministry and copyright officers.

#### Eligibility

It is recommended to complete the distance learning course DL101.

#### Language of Instruction

English.

## PROFESSIONAL DEVELOPMENT PROGRAM

### **Venue and Duration**

Swedish Patent and Registration Office (SPRO), three weeks.

### **Expected Period**

August (three weeks).

### 9. WIPO/Norwegian Industrial Property Office (NIPO) Training Course on Patents, Oslo, Norway

#### **Description**

The aim of the training course is to enhance technical skills and knowledge of senior patent examiners or persons conducting patent searches from developing countries. In addition, the course provides an opportunity for participants to share experiences among themselves as well as with Norwegian officials.

#### **Content and Structure**

- purpose of the patent system;
- introduction to the European and the Norwegian Patent System: aspects of biotechnology, software patenting, the Supplementary Protection Certificate (SPC);
- Patent Cooperation Treaty (PCT);
- introduction to patent examination;
- patent search; PCT minimum documentation;
- manual patent search, search exercises;
- search tools using free databases, search exercises;
- assessment of patentability, exercises on assessing novelty and inventive step;
- implementation of a full electronic case handling.

#### **Target Group**

Patent examiners.

#### **Eligibility**

It is recommended to complete the distance learning course DL-101.

#### **Language of Instruction**

English.

#### **Venue and Duration**

The Norwegian Industrial Property Office, Oslo, Norway, five days.

#### **Expected Period**

September.

## PROFESSIONAL DEVELOPMENT PROGRAM

### 10. WIPO Seminar for Diplomats on IP Issues, Geneva, Switzerland

#### **Description**

The objectives of the seminar are to: (1) provide basic knowledge of IP; (2) provide information on WIPO's activities and services in general.

#### **Content and Structure**

- a general presentation of wipo: mission, structure, committees, program activities, resources;
- the fundamentals of patents and the international filing system: the Patent Cooperation Treaty (PCT);
- the fundamentals of trade marks – the Madrid System for the International Registration of Marks;
- the fundamentals of industrial designs – The Hague System for the International Registration of Industrial Designs;
- the fundamentals of appellations of origin – the Lisbon System for the International Protection of Appellations of Origin;
- the fundamentals of copyright and related rights (domains covered, collective management of copyright and related rights, emergence of new technologies);
- intellectual property in the global economy;
- intellectual property as a tool to meet the global challenges.

#### **Target Audience**

Diplomats based in Geneva following IP issues.

#### **Language:**

English, French and Spanish.

#### **Venue and Duration**

WIPO, Geneva, Switzerland, one day.

#### **Expected Period**

September.

WIPO ACADEMY  
DISTANCE LEARNING PROGRAM  
2012

# DISTANCE LEARNING PROGRAM

## 1. General information

### Objectives

By harnessing technology to facilitate the delivery of academic programs remotely, the WIPO Academy Distance Learning Program aims to increase the accessibility of IP knowledge on a global scale; making it available to all, irrespective of geographic location, socio-economic background, industry sector or language group.

### Background

In 1998, the WIPO Academy adopted distance learning as an innovative teaching approach, investing in the potential of the Internet in order to expand its educational mandate. Since its launch 11 years ago, over 230'500 people from 180 countries have taken one or several WIPO distance learning courses.

### Field and Scope of Training

The WIPO Academy has placed considerable emphasis on incorporating learning methodologies and pedagogies that complement the e-learning process: The Bloom Method is a learning technique rooted in cognitive behavioral psychology in which learners are encouraged to 'remembering, understanding, applying, analyzing, evaluating and creating'. The Instructional Design of the course content is based on the Open University: 'you teach, you ask, you assess and you evaluate' the learners' ability to apply and perform tasks at different intervals. The combined use of these two systems facilitates the effective transfer of information and knowledge between teachers and learners in the virtual environment.

The WIPO Academy networks with other institutions involved in the teaching of intellectual property through distance learning in order to combine substantive knowledge and pedagogical expertise in the design and development of courses. Partnerships with universities around the world enable the WIPO Academy to identify core groups of experts to serve as authors providing and enhancing the content of the courses with regional and national teaching materials.

The WIPO Academy is the only institution which offers on-line courses in IP in seven languages with a suite of learner support. A unique feature of WIPO's Distance Learning Program is the focus on language diversity and on-line academic and administration support. Both the Primer and the General Course on IP are available in the six official languages of WIPO- Arabic, Chinese, English, French, Spanish and Russian as well as Portuguese. The advanced courses are also available in English, French, Portuguese and Spanish, with further translations in Arabic, Chinese, Portuguese and Russian underway.

The WIPO Academy distance learning courses cover all aspects of IP. Learners and teachers can interact as often as necessary during the courses because communication takes place through online discussion forums and electronic mail. Teachers have their own interaction tools which allow them to correct exams and support any difficulties the learners might face during the course.

The range of courses offered via distance learning currently include:

- Primer on Intellectual Property (an easy-to-read introduction to the fundamental concepts of IP)
- General Course on Intellectual Property (DL-101)
- General Primers - Introduction to the Patent Cooperation Treaty (DL-101PCT)

There are also eleven advanced courses on specialized aspects of IP:

- Copyright and Related Rights (DL-201)
- Electronic Commerce (DL-202)
- Biotechnology (DL-204) (in 2013)

## DISTANCE LEARNING PROGRAM

- Introduction to the UPOV System of Plant Variety Protection under the UPOV Convention (DL-205)
- Patents (DL-301)
- Trademarks, Industrial Designs and Geographical Indications (DL-302) (in 2013)
- Arbitration and Mediation Procedure under the WIPO Rules (DL-317)
- Patent Information Search (DL-318)
- Basics of Patent Drafting (DL-320)
- Managing Intellectual Property in the Book Publishing Industry (DL-401)
- Intellectual Property Management (DL-450)

### Teaching

All of the above-mentioned specialized and advanced level courses are supported by in-house tutors and external expert practitioners in the field of IP.

### Course-Syllabus

Each of the courses is divided in modules which are preceded by a list of learning objectives. The objectives provide the details of the competencies that participants should aim to achieve upon completion of the respective sections of the course. Self assessment tools are strategically placed throughout each module to assist learners gauging both their levels of knowledge and progress as well as their ability to apply concepts and facts encountered through the entire course.

### Target Audience

The distance learning courses are available to a variety of end users, from professionals in the field to those with a general interest in IP. In addition to employees of IP Offices, groups such as lawyers, patent agents, engineers, economists, journalists and students in university programs can benefit from the Academy's tailor-made courses which address general and specific IP issues.

### Registration

The registration process is generally facilitated through ARPI: The Academy Registration and Payment Interface; an electronic system that enables prospective students to enroll on courses and to monitor the status of their enrollment applications.

### Evaluation

The student evaluation process for the distance learning program is designed to test students' abilities to apply facts and concepts taught throughout the course and comprises of either a single, written, or multiple choice final exam that is administered to the participants using the WIPO Academy learning management platform.

Students are permitted to complete the final exam across a range of timeframes that vary from five hours to five days, prior to forwarding their answers, via email, back to their assigned tutors.

### Technical Requirements

**Hardware:** Pentium Processor or equivalent, 233MHz; 64 MB Ram; 28.8K Baud modem or better (56.6K Baud modem, Digital Subscriber Line or ISDN connection); Multimedia capability (specifically a sound card and speakers).

**Software:** Windows 95, 98, Millennium, NT or 2000; Acrobat Reader; Microsoft Internet Explorer 5 (or later); E-mail capability.

**Plug-Ins:** Acrobat Reader (Free download available at [www.adobe.com](http://www.adobe.com)); Real Player (Free download available at [www.realaudio.com](http://www.realaudio.com)).

## DISTANCE LEARNING PROGRAM

### Course Selection for 2012

DL-001	Intellectual Property Primer
DL-101	General Course on Intellectual Property
101-PCT	General Primers, Introduction to the Patent Cooperation Treaty (PCT)
DL-201	Advanced Course on Copyright and Related Rights
DL-202	Advanced Course on Electronic Commerce and Intellectual Property
DL-204	Advanced Course on Biotechnology and Intellectual Property
DL-205	Introduction to the UPOV System of Plant Variety Protection under the UPOV Convention
DL-301	Advanced Course on Patents
DL-302	Advanced Course on Trademarks, Industrial Designs and Geographical Indications
DL-317	Advanced Course on Arbitration and Mediation Procedure under the WIPO Rules
DL-318	Advanced Course on Patent Information Search
DL-320	Advanced Course on Basics of Patent Drafting
DL-450	Advanced Course on Intellectual Property Management
DL-401	Advanced Course on Managing Intellectual Property in the Book Publishing Industry

### Tuition and Fees

The advanced courses incur registration fees in accordance with the following categories:

(a) Standard fee	400 US Dollars
(b) Student fee	250 US Dollars
(c) Reduced fee for participants from selected countries	120 US Dollars
(d) Reduced fee for students from category (c) above	80 US Dollars

All other courses are free of charge.

### Notice

During 2010 and 2011, a new Learning Management System (“Moodle”), was deployed and customized to accommodate some of the pressing needs of learners, tutors and partner course administrators. Existing courses are being migrated to the new platform.



### 2. Intellectual Property Primer (DL-001)

#### Description

This “Primer on Intellectual Property” aims to provide course participants with knowledge of the fundamental aspects of IP: copyright and related rights, trademarks, patents, geographical indications, and industrial designs. It also allows participants to gain exposure to contemporary issues impacting the IP field such as: new plant varieties, unfair competition, enforcement of IP rights and emerging issues in IP.

Self evaluation tools are strategically incorporated throughout each of the twelve modules to assist participants with gauging their levels of knowledge and testing their ability to apply concepts and key facts taught during the course.

#### Content and Structure

The DL-001 course is comprised of twelve modules each of which is designed to facilitate the sequential expansion and assimilation of general IP concepts:

- Module 1: Introduction
- Module 2: Overview of Intellectual Property
- Module 3: Copyright
- Module 4: Related Rights
- Module 5: Trademarks
- Module 6: Geographical Indications
- Module 7: Industrial Designs
- Module 8: Patents
- Module 9: New Plant Varieties
- Module 10: Unfair Competition
- Module 11: Enforcement of Intellectual Property Rights
- Module 12: Emerging Issues in Intellectual Property

#### Final Exam

There is no final exam in this course. Each module has a self-assessed set of questions encouraging the learner to enroll in the next level course which is the DL-101.

#### Duration

Course material for the DL-001 program can be reviewed at the pace most suited to individual participants. It is estimated that the academic literature for DL-001 can be reviewed in approximately three hours.

#### Target Audience

This course targets individuals seeking to obtain a general overview of the fundamentals of IP.

#### Registration

Registration is open to prospective participants at <http://lms.wipo.int>.

#### Language of Instruction

The DL-001 course is currently offered in the seven official languages of the United Nations: Arabic, Chinese, English, French, Portuguese, Russian and Spanish.

#### Tuition Fees

The DL-001 course is free of charge.

## DISTANCE LEARNING PROGRAM

### 3. General Primer – Introduction to the Patent Cooperation Treaty (101-PCT)

#### **Description**

The 101-PCT course is a specialist foundation course developed by WIPO experts on the Patent Cooperation Treaty (PCT). It aims to provide participants with an introduction and general overview of the PCT, the system that facilitates the international registration of patents.

#### **Content and Structure**

The content and methodology of all “General Primer” courses are structured to complement self-directed learning. As such, participants are able to review course material at their own pace.

Self assessment tools are strategically placed throughout each module to assist participants with gauging their respective levels of knowledge and progress, as well as their ability to apply the concepts and facts presented within the course.

The 101-PCT course is comprised of fourteen modules:

- Module 1: What is the PCT
- Module 2: Why Use the PCT
- Module 3: Preparing the PCT Application
- Module 4: Filing the PCT Application
- Module 5: Electronic Filing Using PCT-SAFE
- Module 6: Patent Agents and Common Representatives
- Module 7: The International Search and Written Opinion of the ISA
- Module 8: International Publication
- Module 9: International Preliminary Examination
- Module 10: Entry into the National Phase
- Module 11: Special International Phase Procedures
- Module 12: Procedures for Inventions in the Field of Biotechnology
- Module 13: Access by Third Parties to the File of a PCT Application
- Module 14: PCT Outlook

#### **Final Exam**

There is no final examination for 101-PCT.

#### **Certificate**

There is no certificate for 101-PCT.

#### **Duration**

The 101-PCT course material can be reviewed at the pace most suited to individual participants. It is estimated that the academic literature for this course can be reviewed in approximately three hours.

#### **Target Audience**

This course is open to any individual wishing to obtain a general understanding of the PCT system.

#### **Registration**

Registration is open to prospective participants at <http://lms.wipo.int>

## DISTANCE LEARNING PROGRAM

### **Language of Instruction**

The 101-PCT course is currently offered in each of the six official languages of the United Nations: Arabic, Chinese, English, French, Russian and Spanish. It is also offered in German, Japanese, Korean and Portuguese.

### **Tuition Fees**

The 101-PCT course is free of charge.

## DISTANCE LEARNING PROGRAM

### 4. General Course on Intellectual Property (DL-101)

#### Description

The DL-101 course that builds on the concepts presented in DL-001-Intellectual Property Primer, provides participants with a more in-depth overview of the fundamentals of IP law, and is considered as indispensable to pursue more advanced courses of study on specific areas of IP law. Self assessment tools are strategically placed throughout each module to assist participants with gauging their respective levels of knowledge and progress, as well as their ability to apply the concepts and facts presented within the course.

#### Content and Structure

The DL-101 course is comprised of twelve modules at the end of which there is a final exam.

- Module 1: Guide to Studying the Course
- Module 2: Introduction to Intellectual Property
- Module 3: Copyright
- Module 4: Related Rights
- Module 5: Trademarks
- Module 6: Geographical Indications
- Module 7: Industrial Design
- Module 8: Patents
- Module 9: WIPO Treaties
- Module 10: Unfair Competition
- Module 11: Protection of New Varieties of Plants
- Module 12: IP and Development- The WIPO Development Agenda (New since 2011)
- Module 13: Summary and Discussion on Intellectual Property Right
- Final Exam

#### Teaching

Academic support is provided throughout each module by experienced tutors who are expert practitioners in the field of IP.

#### Final Exam

The final exam for this course is comprised of a series of multiple choice questions. A fixed amount of time is allocated for participants to complete and submit the exam on-line. Participants are contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-101 course. Participants who pass the DL-101 final exam are awarded an electronic certificate of course completion.

#### Duration

The DL-101 course is taught over a period of six weeks. It is estimated that the course material can be reviewed in approximately 50 hours during six weeks.

#### Target Audience

This course is designed for individuals who are or will be employed in the field of administration of IPRs. It is also relevant for persons seeking general knowledge of IP, and for those who generate various forms of IP and seek a deeper understanding of the effective management and protection of IPRs.

## DISTANCE LEARNING PROGRAM

### **Registration**

Information on registration periods and enrollment is available at <http://lms.wipo.int>.

### **Language of Instruction**

The DL-101 course is currently offered in each of the seven official languages of the United Nations: Arabic, Chinese, English, French, Portuguese, Russian and Spanish. The course is also offered in Thai, Ukrainian and Vietnamese by partner institutions.

### **Tuition Fees**

The DL-101 course is free of charge.

## DISTANCE LEARNING PROGRAM

### 5. Advanced Course on Copyright and Related Rights (DL-201)

#### Description

The first of the 200-series advanced level courses, DL-201-Advanced Course on Copyright and Related Rights explains the fundamental principles of international copyright and related rights protection, including a comprehensive overview of the international treaties. This Advanced Course describes also the system of collective management of rights and deals with issues of copyright and related rights in the digital environment.

#### Content and Structure

The course consists of 10 substantive modules and a final exam.

- Module 1: The concept of copyright, the historical background and the international framework
- Module 2: The Berne Convention: principles and notions of works
- Module 3: The Berne Convention: content protection - rights and limitations
- Module 4: The Berne Convention: special types of works and situations
- Module 5: The TRIPS Agreement and the WIPO Copyright Treaty
- Module 6: Related rights
- Module 7: *Sui generis* regimes of protection, sui generis rights and unfair competition
- Module 8: The TRIPS Agreement and enforcement issues
- Module 9: Collective management of rights
- Module 10: Copyright on the Internet
- Final Exam

#### Teaching

Academic support is provided throughout each module by experienced tutors who are expert practitioners in the field of IP.

#### Final Exam

There is a written final exam at the end of this course for which participants are required to compose written responses to a series of questions within a specified timeframe and submit their responses, via electronic mail, to their tutors for marking. Participants are individually contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-201 course.

#### Certificate

Participants who pass the DL-201 final exam are awarded a certificate of completion for the course.

#### Duration

The course requires approximately 100 hours of study time over a period of 10 weeks.

#### Target Audience

The course is designed for legal practitioners, managers in copyright offices and staff in collective management societies, broadcasting organizations or publishing industries, academics and university students with a prior knowledge of IP such as those who have successfully completed the DL-101. For this course participants are provided with a tutor.

#### Registration

Information on registration periods and enrollment is available at <http://lms.wipo.int>.

## DISTANCE LEARNING PROGRAM

### **Language of Instruction**

The course is currently offered in English, French, Portuguese, Russian and Spanish.

### **Tuition and Fees**

As an advanced course, DL-201 incurs registration fees.

## DISTANCE LEARNING PROGRAM

### 6. Advanced Course on E-Commerce and Intellectual Property (DL-202)

#### Description

This course on E-Commerce and Intellectual Property aims to provide practical, useful and easy to understand information on IP law as it relates to commercial activities on the internet. It explores the challenges to IP law in the digital age and examines specific electronic commerce practices that raise complex trademark, patent and copyright policy questions.

#### Content and Structure

The course consists of 6 substantive modules structured across three levels and a final exam.

**Level I.** Provides participants with a foundation for understanding the basic concepts inherent in e-commerce and IP

- Module 1: Intellectual Property in Electronic Commerce – Introduction

**Level II.** Examines the IP aspects of e-commerce in the areas of trademarks, patents and copyright

- Module 2: Internet Domain Names and Trademarks
- Module 3: Electronic Business and Patents
- Module 4: Digital Content and Copyright

**Level III.** Addresses, in detail, sub-topics that pertain to the areas identified above.

- Module 5: Managing Intellectual Property Online
- Module 6: International Implications and Enforcement

**Final Exam**

#### Teaching

Academic support is provided throughout each module by experienced tutors who are expert practitioners in the field of IP. Participants who pass the DL-202 final exam will be awarded a certificate upon completion.

#### Final Exam

There is a written final exam at the end of this course for which participants are required to compose written responses to a series of questions within a specified timeframe and submit their responses, via electronic mail, to their tutors for marking. Participants are individually contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-202 course.

#### Certificate

Participants who pass the DL-202 final exam are awarded a certificate of completion for the course.

#### Duration

This course requires approximately 50 hours of study time over a period of six weeks.

#### Target Audience

This course is designed for policy makers, business executives, legal practitioners, managers in copyright offices, staff in collective management societies, broadcasting organizations and publishing industries. Academics and university students with prior foundation knowledge of IP, for example, those who have successfully completed DL-101, may find this course to be of valuable and practical use.

#### Registration

Information on registration periods and enrollment is available at <http://lms.wipo.int>.



## DISTANCE LEARNING PROGRAM

### **Language of Instruction**

The course is currently offered in English, French, Portuguese and Spanish.

### **Tuition and Fees**

As an advanced course, it incurs registration fees.

## DISTANCE LEARNING PROGRAM

### 7. Advanced Course on Biotechnology and Intellectual Property (DL-204) (in 2013)

#### **Description**

The Advanced Course on Biotechnology and Intellectual Property (DL-204) aims to demonstrate the manners in which the current IP system can be utilized to effectively protect, develop and commercialize biotechnology inventions. Further, it aims to foster a view of the IP system that encourages its use as a tool for the increased development of and access to technology.

#### **Content and Structure**

The course is comprised of 8 modules sub-divided into 3 sections and a final exam.

##### **Section I. Principles of Biotechnology-Associated IP**

- Module 1: Overview of Biotechnology and IP
- Module 2: International Framework of Biotechnology and IP

##### **Section II. Current Biotechnology Practice**

- Module 3: Reading a Biotechnology Patent
- Module 4: The Process of Getting a Biotechnology Patent
- Module 5: Searching Patent Databases

##### **Section III. Application and Commercialization of Biotechnology IP**

- Module 6: Biotechnology Research and Intellectual Property Rights Management
- Module 7: Licensing and Enforcing Intellectual property Rights
- Module 8: Commercializing your Biotechnology Invention – A Case Study

##### **Final Exam**

#### **Teaching**

Academic support is provided throughout each module by experienced tutors who are expert practitioners in the field of IP.

#### **Final Exam**

There is a written final exam at the end of this course for which participants are required to compose written responses to a series of questions within a specified timeframe and submit their responses, via electronic mail, to their tutors for marking. Participants are individually contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-204 course.

#### **Certificate**

Participants who pass the DL-204 final exam will be awarded a certificate of completion for the course.

#### **Duration**

This course requires approximately 100 hours of study time over a period of ten weeks.

#### **Target Audience**

This course targets government officials of IP Offices, employees of non governmental organizations and intergovernmental organizations, patent attorneys, scientists, researchers, students and individuals who already possess strong working knowledge of the IP system.

#### **Registration**

Information on registration periods and enrollment is available at <http://lms.wipo.int>.

## DISTANCE LEARNING PROGRAM

### **Language of Instruction**

The course is currently offered in English, French, Portuguese and Spanish.

### **Tuition Fees**

As an advanced course, the course incurs registration fees.

## DISTANCE LEARNING PROGRAM

### 8. Introduction to the UPOV System of Plant Variety Protection (DL-205)

#### Description

The DL-205 course, Introduction to the International Union for the Protection of New Varieties of Plants (UPOV) System of Plant Variety Protection, aims to provide a comprehensive description of the main notions, conditions and principles of the protection provided for plant varieties under the UPOV Convention.

#### Content and Structure

The course comprises 11 modules and a final exam:

- Module 1: Nature of Plant Breeding and the Need for Plant Breeders' Rights
- Module 2: Subject Matter and Entitlement to Protection
- Module 3: Conditions of Protection
- Module 4: Applying for Plant Breeder's Right
- Module 5: Testing of Distinctness, Uniformity and Stability (DUS)
- Module 6: Scope of the Plant Breeder's Right – Act and Material Covered
- Module 7: Scope of the Plant Breeder's Right – Varieties with the Scope of the Plant Breeder's Right
- Module 8: Exceptions and Restrictions to the Plant Breeder's Right
- Module 9: Nullity and Cancellation of the Plant Breeder's Right
- Module 10: Union for the Protection of New Varieties of Plants
- Module 11: Implementation of the Convention and Final Provisions
- Final Exam

Participants who pass the DL-205 final exam will be awarded a certificate of completion for the course.

#### Teaching

Academic support is provided by experienced tutors who are expert practitioners in the field of IP.

#### Final Exam

There is a multiple choice final exam. Participants are individually contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-205 course.

#### Certificate

Participants who pass the DL-205 final exam are awarded a certificate of completion for the course.

#### Duration

The course requires approximately 36 hours of study time over a period of four weeks.

#### Target Audience

This course is specifically designed for officials and IP personnel within the public and/or private sector.

##### Public Sector:

- Government officials responsible for drafting Plant Breeder's Rights legislation and the management of Plant Breeder's Rights Offices; Organizers of Distinctness, Uniformity, Stability (DUS) trials ; Distinctness, Uniformity, Stability (DUS) Examiners

##### Private Sector:

- Plant Breeders; IP Managers; IP Agents/Attorneys; Students

## DISTANCE LEARNING PROGRAM

### **Registration**

Information on registration periods and enrollment is available at <http://lms.wipo.int>.

### **Language of Instruction**

The course is currently offered in English, French, German and Spanish.

### **Tuition Fees**

As an advanced course, it incurs registration fees.

## DISTANCE LEARNING PROGRAM

### 9. Patents (DL-301)

#### Description

The course DL-301 on Patents aims to provide participants with an in-depth perspective on the principles and economic impact of patents and the patenting process as a whole. It incorporates examination of the traditional use of patents by centers of knowledge such as universities and other specialized institutions of higher learning. It also provides participants with a comprehensive review of the importance of Patent Pools in facilitating the effective transfer and development of technology.

#### Content and Structure

The Advanced Course on Patents, DL-301, is comprised of 7 substantive modules and a final exam.

- Module 1: The Macro-Economic Impact of the Patent System
- Module 2: The Patent Application Process
- Module 3: The Different Layers of the International Patent System and Regional Patent Protection Mechanisms
- Module 4: Kinds of Intellectual Property Protection Based on Types of Inventions
- Module 5: Legal Issues of the Patenting Process
- Module 6: Enforcement
- Module 7: New Issues, Important Cases and Discussions
- Final Exam

#### Teaching

Academic support is provided throughout each module by experienced tutors who are expert practitioners in the field of IP.

#### Final Exam

There is a written final exam at the end of this course for which participants are required to compose written responses to a series of questions within a specified timeframe and submit their responses, via electronic mail, to their tutors for marking. Participants are individually contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-301 course.

#### Certificate

Participants who pass the DL-301 final exam are awarded a certificate of completion for the course.

#### Duration

This course requires approximately 100 hours of study time over a period of 10 weeks.

#### Target Audience

This course is designed for persons already possessing sound knowledge of the fundamentals of IP. It is open to legal practitioners, employees of IP offices, individuals involved in research and development and university students.

Given the advanced nature of the course, prospective participants wishing to undertake this course who do not possess solid knowledge of the fundamentals of IP are advised to complete the WIPO Academy General Course on Intellectual Property, DL-101, prior to attempting DL-301.

#### Registration

Information on registration periods and enrollment is available at <http://lms.wipo.int>.

## DISTANCE LEARNING PROGRAM

### **Language of Instruction**

The course is currently offered in English, French, Portuguese and Spanish.

### **Tuition Fees**

As an advanced course, it incurs registration fees.

## DISTANCE LEARNING PROGRAM

### 10. Trademarks, Industrial Designs and Geographical Indications (DL-302) (in 2013)

#### Description

This advanced course on trademarks, industrial designs and geographical indications aims to raise awareness of the complex issues involved in protecting and managing IP for branding. It is a preparatory course designed to precede practical training as regards protection of trademarks, industrial designs and geographical indications.

#### Content and Structure

The course is comprised of six substantive modules and a written final exam.

- Module 1: The Role of Trademarks, Industrial Designs and Geographical Indications in the Market
- Module 2: Trademarks
- Module 3: Geographical Indications
- Module 4: Industrial Designs
- Module 5: Protection Against Unfair Competition
- Module 6: Making Brands and Managing Intellectual Property
- Final Exam

#### Teaching

Academic support is provided throughout each module by experienced tutors who are expert practitioners in the field of IP.

#### Final Exam

There is a written final exam at the end of this course for which participants are required to compose written responses to a series of questions within a specified timeframe and submit their responses, via electronic mail, to their tutors for marking. Participants are individually contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-302 course.

#### Certificate

Participants who pass the DL-302 final exam are awarded a certificate of completion for the course.

#### Duration

This course requires approximately 100 hours of study time over a period of 10 weeks.

#### Target Audience

Subscribers should have a general interest in making the best use of IP in marketing and managing intangible assets of the private company. The course targets staff in IP offices and research and development (R&D) institutions, legal practitioners, university students with knowledge of IP. It is highly recommended that participants who do not have knowledge in IP take the General Course on IP (DL-101) offered by the WIPO Academy free of charge.

#### Registration

Information on the annual registration period and enrollment is available at <http://lms.wipo.int>.

#### Language of Instruction

The course is currently offered in English, French, Portuguese and Spanish.

#### Tuition Fees

As an advanced course, it incurs registration fees.



### 11. Arbitration and Mediation under the WIPO Rules (DL-317)

#### Description

This course on Arbitration and Mediation under the WIPO Rules which is of an intermediate level aims to provide participants with a comprehensive understanding of the main features and advantages of the procedures designed by the WIPO Arbitration and Mediation Center. The course seeks to generate in-depth knowledge of the selection process to choosing the most adequate dispute resolution procedure for particular cases and the best methods for identifying the most appropriate dispute resolution clauses for insertion into agreements.

#### Content and Structure

The course consists of four substantive modules and a final exam.

- Module 1: The WIPO Arbitration and Mediation Center
- Module 2: Mediation
- Module 3: Arbitration and Expedited Arbitration
- Module 4: Conducting the Arbitration
- Final Exam

#### Teaching

Academic support is provided throughout each module by experienced tutors who are expert practitioners in the field of IP.

#### Final Exam

There is a written final exam at the end of this course for which participants are required to compose written responses to a series of questions within a specified timeframe and submit their responses, via electronic mail, to their tutors for marking. Participants are individually contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-317 course.

#### Certificate

Participants who pass the DL-317 final exam are awarded a certificate of completion for the course.

#### Duration

This course requires approximately 50 hours of study time over a period of six weeks.

#### Target Audience

As an intermediate level course, it is designed for individuals who already possess a working knowledge of the fundamental concepts of IP law. This program on Arbitration and Mediation under the WIPO Rules is a useful tool for persons who generate and/or seek to protect various forms of IP and wish to gain a more comprehensive understanding of dispute settlement procedure under the WIPO Rules. It is strongly recommended that registrants are functionally knowledgeable in IP or have already passed either: the General Course on IP (DL-101) or Electronic Commerce and Intellectual Property (DL-202).

#### Registration

Information on registration periods and enrollment is available at <http://lms.wipo.int>.

#### Language of Instruction

The course is currently offered in English, French, Portuguese and Spanish.

#### Tuition Fees

As an advanced course, it incurs registration fees.

## DISTANCE LEARNING PROGRAM

### 12. Patent Information Searching (DL-318)

#### **Description**

This advanced course on Patent Information Searching aims to introduce and illustrate comprehensively the concepts of searching patent information. Practical activities have been incorporated throughout the course to complement theoretical principles that underpin patent information searching. Course participants are also furnished with in-depth information regarding sources, techniques and data used during patent searches.

#### **Content and Structure**

The course consists of five substantive modules and a written final exam.

- Module 1: The Value of Patent Information
- Module 2: Patent Searching Activities and the Strategic Use of Patent Information
- Module 3: Techniques for Searching Patent Documents
- Module 4: Patent Information Search Training
- Module 5: Caution and Risks of Patent Searching
- Final Exam

#### **Teaching**

Academic support is provided throughout each module by experienced tutors who are expert practitioners in the field of IP.

#### **Final Exam**

There is a written final exam at the end of this course for which participants are required to compose written responses to a series of questions within a specified timeframe and submit their responses, via electronic mail, to their tutors for marking. Participants are individually contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-318 course.

#### **Certificate**

Participants who pass the DL-318 final exam are awarded a certificate of completion for the course.

#### **Duration**

It is estimated that the course requires approximately 100 hours of study time over a period of ten weeks.

#### **Target Audience**

The course targets staff in IP offices and research and development (R&D) institutions, legal practitioners, university students with knowledge of IP. It is highly recommended that participants who do not have knowledge in IP take the General Course on IP (DL-101) and Patents (DL-301) prior to enrolling.

#### **Registration**

Information on registration periods and enrollment is available at <http://lms.wipo.int>

#### **Language of Instruction**

This advanced course on Patent Information Searching is currently offered in English.

#### **Tuition Fees**

As an advanced course, it incurs registration fees.

### 13. Basics of Patent Drafting (DL-320)

#### **Description**

This advanced course aims to further complement participant's previous knowledge regarding patent drafting and is intended to be used as a preparatory course for further, intensive, practical training in the field. It is neither a qualification course for patent drafting, nor a replacement of existing training manuals for patent attorneys or patent agents in countries in which robust systems for professional education in the area of patent practices exist.

#### **Content and Structure**

The course material for DL-320 has been designed on the basis of common denominators of several national patent laws in which most applicants seek patent protection.

The course consists of four substantive modules and a written final exam.

- Module 1: Why You Might Want a Patent
- Module 2: Overview of Patents
- Module 3: Drafting a Patent Application
- Module 4: Notes and Practical Exercises on Drafting Patent Specification
- Final Exam

#### **Teaching**

Academic support is provided throughout each module by experienced tutors who are expert practitioners in the field of IP.

#### **Final Exam**

There is a written final exam at the end of this course for which participants are required to compose written responses to a series of questions within a specified timeframe and submit their responses, via electronic mail, to their tutors for marking. Participants are individually contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-320 course.

#### **Certificate**

Participants who pass the DL-320 final exam are awarded a certificate of completion for the course.

#### **Duration**

The course requires approximately 100 hours of study time over a period of ten weeks.

#### **Target Audience**

Registrants are expected to have a solid working knowledge of the fundamentals of IP. This advanced course is predominantly designed for inventors, scientists, engineers and others engaged in technical endeavors.

Prospective participants who do not possess basic knowledge in IP are strongly advised to complete the WIPO Academy General Course on IP (DL-101), prior to enrolling for this course.

#### **Registration**

Information on registration periods and enrollment is available at <http://lms.wipo.int>.

## DISTANCE LEARNING PROGRAM

### **Language of Instruction**

The language of instruction is English.

### **Tuition Fees**

As an advanced course, it incurs registration fees.

### 14. Advanced Course on Managing Intellectual Property in the Book Publishing Industry

#### Description

The Advanced Course on Managing Intellectual Property in the Book Publishing Industry is intended to provide practical information to publishers to increase their understanding of how to manage IPRs in a business context. Rooted in the conventional practices of publishing houses, the course offers guidance to publishers, among others, on the legitimate exploitation of IP rights as economic assets. The course addresses all types of literary works, such as textbooks, newspapers, magazines and corporate literature.

The complex issues relating to digital and electronic publishing lie outside the scope of this course. The learning objectives and legal statements in the course have a universal value and are not substitute for national copyright legislation nor should they be used as a substitute for professional advice on specific laws.

#### Content and Structure

The course is comprised of two substantive modules sub-divided into 12 distinct units and a final exam:

- Module A: Unit A1 - Negotiating with authors: copyright ownership
- Module A: Unit A2 - Moral rights and ethical responsibilities
- Module A: Unit A3 - Publisher-author contracts
- Module A: Unit A4 - Negotiating with authors: financial agreements
- Module A: Unit A5 - Working with other content suppliers
- Module A: Unit A6 - Terminating the agreement
- Module B: Unit B1 - Negotiating publishing partnerships
- Module B: Unit B2 - Benefiting from subsidiary rights – buying, selling and licensing
- Module B: Unit B3 - Book fairs
- Module B: Unit B4 - Managing copyright assets
- Module B: Unit B5 - Managing online copyright and licensing
- Module B: Unit B6 - Copyright infringement
- Final Exam

#### Teaching

Academic support is provided by experienced tutors who are expert practitioners in the field of IP.

#### Final Exam

There is a written final exam for which participants must compose written responses within a specified timeframe which are submitted, via electronic mail. Participants are individually contacted regarding modalities to access the final exam approximately one week prior to the completion deadline of the course.

#### Certificate

Participants who pass the DL-401 final exam are awarded a certificate of completion for the course.

#### Duration

This course requires approximately 80 hours of study time over a period of ten weeks.

#### Target Audience

This course targets people seeking an in-depth knowledge in IP and publishing. Registrants are strongly recommended to possess knowledge of IP or have completed courses: DL-101, DL-201, or DL-202.

## DISTANCE LEARNING PROGRAM

### **Registration**

Information on registration periods and enrollment is available at <http://lms.wipo.int>.

### **Language of Instruction**

The course is currently offered in English.

### **Tuition Fees**

As an advanced course, it incurs registration fees.

### 15. Intellectual Property Management (DL-450)

#### **Description**

This course on Intellectual Property Management (IPM) aims to raise awareness of the principal concepts of IPM and its importance as a spur to human creativity and the advancement of economic and social development. It also provides explanation on the development and implementation of an IPM strategy including the management of IP in an online environment.

#### **Content and Structure**

The course consists of eight substantive modules that address the interdisciplinary nature of IPM and a written final exam:

- Module 1: Guide to Studying the Course
- Module 2: Introduction and an Overview of Intellectual Property Management
- Module 3: Economic Perspectives on Intellectual Property
- Module 4: Innovation and Intellectual Property Protection
- Module 5: Intellectual Property Value and Finance
- Module 6: Intellectual Property and Commercialization
- Module 7: On line Intellectual Property Management
- Module 8: Strategy for Intellectual Property Management
- Final Exam

#### **Teaching**

Academic support is provided throughout each module by experienced tutors who are expert practitioners in the field of IP.

#### **Final Exam**

There is a written final exam at the end of this course for which participants are required to compose written responses to a series of questions within a specified timeframe and submit their responses, via electronic mail, to their tutors for marking. Participants are individually contacted regarding modalities for accessing the final exam approximately one week prior to the deadline for completion of the DL-450 course.

#### **Certificate**

Participants who pass the DL-450 final exam are awarded a certificate of completion for the course.

#### **Duration**

This course requires approximately 100 hours of study time over a period of ten weeks.

#### **Target Audience**

This course targets professionals with a basic knowledge in IP or business management, responsible for generally managing and protecting various forms of IP, with an enhanced legal and business focus. It is strongly recommended that registrants already possess knowledge of IP or have taken the General Course on IP (DL-101). Some knowledge on copyright (DL-201), patents (DL-301) and trademark (DL-302) would be an asset.

#### **Registration**

Information on registration periods and enrollment is available at <http://lms.wipo.int>.

## DISTANCE LEARNING PROGRAM

### **Language of Instruction**

The course is currently offered in English.

### **Tuition Fees**

As an advanced course, it incurs registration fees.



### 16. Joint WIPO-UNISA Intellectual Property Specialization Program via Distance Learning jointly offered by the WIPO Academy and the University of South Africa (UNISA)

#### **Description**

The Joint Intellectual Property Law Specialization Program by the WIPO Academy and the University of South Africa (UNISA) is designed for academics and professionals who already have knowledge about IP or possess a practical experience in IP and wish to strengthen and expand their future role in this field.

#### **Content and Structure**

The modules focus on the special circumstances prevailing in developing countries and approach the subject-matter against the background of international conventions. Participants are expected to examine the law of their own countries to determine how some obligations provided in some treaties on IP could be discharged. The modules of the program are taught using traditional correspondence-based distance teaching methods, as well as using the Internet.

To qualify for the certificate, participants must take eight modules out of the nine that are listed below:

- Collective Management of Copyright; Performers' Rights
- Essential Copyright Law
- Essential Competition Law
- Essential Industrial Design Law
- Essential Patent Law
- Essential Trademark Law
- Internet Aspects of Copyright & Trademarks
- Legal Aspects of Electronic Commerce
- Traditional Knowledge & Biodiversity

Once admitted, participants receive a study package, consisting of tutorial matter in the form of work books, and tutorial letters, and extracts from cases and any other relevant materials. For each module, participants must submit a midterm written assignment for evaluation.

#### **Final Exam**

Final examination papers are sent to participants at their place of residence via fax or email. Participants should submit their written answers within 24 hours.

#### **Eligibility**

Admission to the program is subject to UNISA's requirements for admission to degree studies. Basically, applicants should qualify for admission to a university or a degree program in the country of which they are a citizen, or where they reside permanently. These qualifications include, for example, full matriculation exemption, high school diploma, A-levels, HIGCSE or IGCSE plus a minimum age requirement.

#### **Scholarship**

Each academic year, the WIPO Academy avails a limited number of scholarships for students.

#### **WIPO Financial Assistance**

To satisfy the requirements listed above by UNISA, applicants for WIPO financial assistance must complete the Registration and Financial Assistance Form.

## DISTANCE LEARNING PROGRAM

To that aim, the following documentation should be submitted to the WIPO Academy:

- Copies of diplomas or degrees and additional academic qualifications;
- Curriculum vitae;
- An essay stating the applicant's motivation and reasons for wanting to enroll in this program as well as the need for financial assistance;
- A letter of recommendation from someone fully acquainted with the applicant's academic and professional career; and
- Please note that an endorsement letter from the applicant's employer may be requested in special circumstances.

### **Tuition fees**

ZAR 1000.00 per module. Fees are payable in full on registration, unless an application for WIPO financial assistance has been submitted.

### **Venue and Duration**

The duration of each module is 14 weeks. It is recommended that participants register for no more than two modules per semester.

### **Award**

Upon satisfactory completion of the course, students receive a Certification in Intellectual Property Specialization, jointly awarded by WIPO and UNISA.

WIPO ACADEMY  
ACADEMIC INSTITUTIONS PROGRAM  
2012

# ACADEMIC INSTITUTIONS PROGRAM

## 1. General Information

### Objectives

The objectives of this program are to provide IP education, in cooperation with other higher education institutions, to senior students, young professionals as well as offer training for trainers in IP.

### Programs

This program offers Master degrees and Diploma courses in IP law with an enhanced focus on the regional and multilateral context, with respect to negotiation and implementation of international conventions, and the diversity of IP cultures and levels of development within which IP systems operate on a national, regional or international basis.

The program also seeks to encourage developing countries to increase IP awareness generally by introducing IP more broadly into their education systems. To that end, the Program organizes colloquia and symposia for IP education, training and research in collaboration with universities, national and regional IP offices and other international organizations.

### Target Audience

The target group includes graduate students, young university professionals, teachers of IP, researchers, government officials dealing with IP rights and the general public.

### Delivery Mechanism

The lectures are delivered in partnership with renowned institutions of higher education in the fields of law, business management, engineering and science and technology. This program is taught by skilled and experienced faculty members. Teaching methods include lectures, case studies, group discussions, in some cases practical training and distance learning. Participants are given the opportunity for hands-on experience through internships at WIPO, certain regional IP offices, national IP Offices or in private companies.

### Joint Programs

This program assists universities throughout the world in designing courses on IP and by cooperating in the teaching and training in that field. Programs are offered jointly with the WIPO Academy at the following institutions:

- University of Turin
- Africa University and ARIPO
- Queensland University of Technology
- University of Yaoundé II and OAPI (in French)
- Haifa Center for Law and Technology

Other Joint Programs:

- WIPO-WTO Colloquium for Teachers of IP

### Application Form

Application forms are available on the WIPO Academy website as well as on the websites of partner institutions.

### 2. Master Program (LLM) in Intellectual Property, jointly offered by the WIPO Academy and the University of Turin

#### Description

This Master Program (LLM) in intellectual property (IP) is jointly offered by the WIPO Academy and the University of Turin, in cooperation with the International Training Centre of the International Labor Organization (ITC-ILO) with financial support from the Government of Italy.

#### Content and Structure

- General Introduction to Intellectual Property
- Patents
- Competition and Antitrust
- Copyright and Related Rights
- Trademarks and Geographical Indications
- Industrial Designs and Technology Transfer
- Exploitation and Enforcement of IP
- International Aspects of IP
- Study visit to WIPO
- Research Project

#### Eligibility

Applicants must hold a degree in law, economics, engineering, medicine, physics, chemistry, communication sciences or business administration. An attendance of a minimum of 4 years of University in the above fields is required as well as an excellent knowledge of English.

Any person fulfilling the above mentioned requirements and wishing to benefit from WIPO sponsorship to participate in this program is invited to send to the WIPO Academy a duly completed application form (available on WIPO website), detailed curriculum vitae, copies of university diploma and transcript, and any other appropriate supporting documents. Upon receipt of these documents, due consideration is given to candidatures for admission to the program during the selection process.

#### Scholarship

WIPO offers 15 to 20 scholarships to highly motivated persons from developing countries, LDCs and countries with economies in transition. Each scholarship includes provision of air ticket, accommodation and full board and lodge in Turin and registration fees. In general, successful candidates are teachers of IP or those desiring to teach IP in a university or other higher education or research and development institution.

#### Venue and Duration

The program is structured in three different cycles stretching over 9 months, from June to February of the following year:

- **First cycle:** (from June to August of the same year) consists of the WIPO Academy distance learning courses via the Internet;
- **Second cycle:** from September to December of the same year is based on face-to-face classes held in Turin, Italy ("the residential part of the program"); including a study visit to WIPO headquarters and
- **Third cycle:** stretching from December to February of the following year, involves the writing and finalization of a research paper whose preparation commenced during the second cycle.

#### Award

Upon satisfactory completion, students will receive a Diploma ("Master of Laws Degree in Intellectual Property") jointly awarded and signed by WIPO and the University of Turin.

## ACADEMIC INSTITUTIONS PROGRAM

### 3. Master Degree in Intellectual Property (MIP), jointly offered by the WIPO Academy, the Africa University and the African Regional Intellectual Property Organization (ARIPO)

#### Description

This Master Degree in Intellectual Property (MIP) program at Africa University, Mutare, Zimbabwe is jointly offered by WIPO, Africa University and the African Regional Intellectual Property Organization (ARIPO).

#### Content and Structure

- General Introduction to Intellectual Property
- Patents
- Trademarks and Geographical Indications
- Competition and Antitrust
- Industrial Designs
- Copyright and Related Rights
- Food and Agriculture Organization of the United Nations, the Convention on Biological Diversity, International Union for the Protection of the New Varieties of Plants System and Public Health
- Traditional Knowledge, Folklore and Genetic Resources
- Transfer of Technology and IP Asset Management and Strategic Planning
- IP and Small and Medium-Sized Enterprises and Large Enterprises
- Enforcement of Intellectual Property Rights
- Practical Sessions at ARIPO
- Research Project

#### Eligibility

Applicants are senior students and young professionals from either academic or research and development institutions and must hold a minimum of a Bachelor (second lower class) degree from a recognized university in any discipline. Proof of English proficiency is required.

#### Scholarship

With a view to contributing to the development of human resources in the field of IP in developing countries, about 25 scholarships by WIPO and ARIPO are offered to highly motivated persons from Africa to participate in this program. In addition, up to ten places are reserved for self-sponsored participants. Each scholarship covers a return air ticket, board and lodge at Africa University and ARIPO, tuition and registration fees. Applicants who seek to benefit from a WIPO and ARIPO scholarships should indicate it on the application form and also attach a motivation letter.

#### Venue and Duration

The Program which has duration of twelve (12) months, from May to April of the following year, is structured in three (3) parts as follows:

- **First Part:** Instruction via WIPO Academy distance learning from May to July of the same year in which students take a selected number of courses on IP topics;
- **Second Part:** Held at Africa University in Mutare (Zimbabwe) from August to December of the same year. It includes three weeks practical training at ARIPO Headquarters in Harare from November to December of the same year; and
- **Third Part:** Research project and dissertation writing on a selected and approved topic from December to April of the following year.

#### Award

Upon satisfactory completion of the program, participants will be awarded a "Master Degree in IP" by the Africa University on behalf of WIPO and ARIPO.

### 4. Master of Intellectual Property Law, jointly offered by the WIPO Academy and the Queensland University of Technology (QUT)

#### **Description**

Master Degree in Intellectual Property Law is held at the Queensland University of Technology (QUT) and is jointly offered with the WIPO Academy.

#### **Content and Structure**

- General Introduction to Intellectual Property
- Patents and Biotechnological Inventions
- Copyright and Related Rights
- Trademarks, Domain Names and Geographical Indications
- Industrial Designs and Plant Variety Protection
- Traditional Knowledge and Other Emerging Issues, Interface Between Antitrust and IP Rights
- Intellectual Property Management
- Research Project

#### **Eligibility**

This postgraduate course is open to persons holding a four year Bachelor Degree in any discipline from QUT or an equivalent Australian or overseas institution. Applicants with a three year Bachelor Degree with professional experience in the field of intellectual property may be considered for entry.

#### **Scholarship**

WIPO grants scholarships to five persons from developing countries of that region (Asia-Pacific region), and who are highly motivated to participate in this course.

#### **Venue and Duration**

This postgraduate course is held at QUT in Brisbane, Australia, over a period of one academic year full-time (2 semesters) from February to October.

#### **Award**

Upon satisfactory completion of the course, students will receive a Master Degree of Intellectual Property Law, jointly awarded by QUT and WIPO.

## ACADEMIC INSTITUTIONS PROGRAM

### 5. Masters in Intellectual Property Law course offered jointly by the WIPO Academy, the Denis Ekani Training Center of the African Intellectual Property Organization (OAPI) and the Faculty of Legal and Political Sciences of the University of Yaoundé II (UY II)

#### Description

WIPO, the OAPI Denis Ekani Training Center and the University of Yaoundé II offer jointly a Masters II intellectual property law program at the University of Yaoundé II, Cameroon.

#### Content and Structure

- General features of intellectual property
  - General introduction to intellectual property
  - Other African intellectual property systems (ARIPO, Moroccan Patent Office, etc.)
- Technical and ornamental creations
  - Patents
  - Utility models
  - Industrial designs
  - Special titles (plant varieties, topographies of integrated circuits)
- Distinctive signs
  - Marks for goods and services
  - Trade names
  - Appellations of origin
  - Geographical indications
- Literary and artistic property
  - Copyright
  - Related rights
  - Electronic commerce and copyright
- Defense of intellectual property rights
  - Competition and intellectual property
  - Intellectual property disputes
- Working of intellectual property
  - Intellectual property and technology transfer
  - Intellectual property audit
  - Economics of intellectual property
- Current intellectual property problems
- Dissertation

#### Acceptance conditions

The program is open to any person wishing to acquire a certain level of expertise in intellectual property law at the national and international level. Applicants accepted on the program must be teachers, intellectual property practitioners or employees of research and development institutions. After obtaining the diploma, they must return to their respective institutions as trainers or experts in intellectual property law.

#### Grant provision

In order to contribute to the development of human resources relating to intellectual property in developing countries and the least developed countries, 20 grants are provided by WIPO for the best applicants from the French-speaking African region. Each grant covers enrolment costs, air transport and living expenses in Yaoundé. Ten places are also available for non-grant holders who indicate, in the enrolment file, their ability to cover their own expenses. Teachers, intellectual property practitioners, those who aspire to teach intellectual property in universities or in any other higher education institution, and employees of research



## ACADEMIC INSTITUTIONS PROGRAM

and development institutions may obtain a grant. Exceptions may be made for applicants of sufficient merit from national administrations.

Applicants must hold at least a Master's Degree in law, economics, sciences or an engineering diploma issued by a recognized university. They must be able to take classes in French.

### **Place and duration**

The program covers a period of nine months, from October to May, and is structured in three parts:

- **Part one:** distance learning, from October to the end of December, during which participants follow a specific number of courses by correspondence relating to intellectual property;
- **Part two:** lectures and taught courses are given at the University of Yaoundé II and at the OAPI Denis Ekani Training Center, in Cameroon, from February to May, including three weeks practical work experience at OAPI headquarters in Yaoundé;
- **Part three:** examination and defense of dissertation, in the second half of May, in Yaoundé.

The courses aim to provide comprehensive knowledge of intellectual property law and are given by eminent professors and intellectual property practitioners and experts.

### **Diploma**

At the end of the training, participants who are successful in the examinations obtain the diploma of Masters II in intellectual property law awarded by the University of Yaoundé II on behalf of WIPO and OAPI.

## ACADEMIC INSTITUTIONS PROGRAM

### 6. Master Program in Patent Law (MA), jointly offered by the WIPO Academy and the University of Haifa

#### **Description**

This Master Degree in Law, with specialization in Patent Law, is held at the University of Haifa, Faculty of Law and is jointly offered with the WIPO Academy.

#### **Program**

This academic program offers a professional academic training for scientists and engineers. The program deals with IP and business law with high level practical experience in patent drafting and technology transactions.

#### **Eligibility**

Applicants are holders of a Bachelor's Degree in natural sciences, computer science or any field of engineering.

#### **Venue and Duration**

The Program is of 12 months duration, from January to December.

#### **Award**

Upon satisfactory completion of the program, participants will be awarded a "Master Degree in Law, with specialization in Patent Law" by the University of Haifa on behalf of the University and WIPO.

## ACADEMIC INSTITUTIONS PROGRAM

### 7. Joint WIPO-UNISA Intellectual Property Specialization Program via Distance Learning, jointly offered by the WIPO Academy and the University of South Africa (UNISA)

See information on that activity (point 16) in the Distance Learning part of the present portfolio.

## ACADEMIC INSTITUTIONS PROGRAM

### 8. WIPO-WTO Colloquium for Teachers of Intellectual Property

#### Description

WIPO and WTO organize jointly a two-week colloquium for teachers of intellectual property from developing countries and countries with economies in transition. The colloquium is in English.

#### Content and Structure

- Overview of International Law and Policy in Intellectual Property
- Intellectual Property and Economic Development
- Visit to WIPO Library and Meeting with WIPO Officials
- Copyright, the Current International Landscape: Legal, Policy and Development Dimensions
- Copyright Flexibility
- Trademarks and Industrial Designs, the Current International Landscape: Legal, Policy and Development Dimensions
- Geographical Indications, the Current International Landscape, Legal, Policy and Development Dimensions
- Patents, the Current International Landscape, Legal, Policy and Development Dimensions
- Intellectual Property and Public Health: The Current International Landscape
- Options and Strategies under the Trade Related Aspects of Intellectual Property Rights Agreement (TRIPS) for Access to Medicines: The Current State of Play of Implementation
- WTO Dispute Settlement and the TRIPS Agreement
- Protection of Plant Varieties in International Union for the Protection of New Varieties of Plants
- Intellectual Property and Competition Policy
- Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore: The Current International Landscape and Future Directions
- Relationship between the TRIPS Agreement and the Convention on Biological Diversity, The Protection of Traditional Knowledge and Folklore: Recent Developments in the WTO
- Intellectual Property, Electronic Commerce, Internet Domain Name Disputes and the WIPO Arbitration and Mediation Centre
- Intellectual Property and Transfer of Technology and Licensing
- Enforcement of Intellectual Property: Legal, Policy and Development Dimensions
- Intellectual Property and Climate Change
- Primary Sources, Information Resources and Research Themes in the Field of Intellectual Property

#### Eligibility

The colloquium is a multidisciplinary activity, open to lawyers, economists, university teachers and researchers working in the field. To be eligible for consideration, applicants for the 22 funded places must currently work as a university teacher of intellectual property in a developing country or in a country with an economy in transition, and have at least five years' teaching experience. In addition, an ongoing role in policy analysis or advice with respect to WIPO or WTO discussions or negotiations, as well as an established track record in research and publication in the field of IP is also desirable. Applicants must have an advanced degree and teaching experience in intellectual property law or international law/economics/management with a specialization in IP. An excellent knowledge of English is required.

The same criteria apply for applicants for the self-funded places allocated for developed country participants.

## ACADEMIC INSTITUTIONS PROGRAM

### **Venue and Duration**

The colloquium is of two weeks duration and takes place at WIPO and WTO headquarters in Geneva in June/July of each year.

### **Registration**

Twenty-two (22) places are available for applicants from developing countries and countries with economies in transition. The organizers cover their travel, accommodation and subsistence costs. An additional five places are available for applicants from developed countries, but they participate at their own expense.

Applicants should identify a specific topical intellectual property policy or legal issue that is currently under active debate or review in the applicant's country or region, on which they would be ready to make a short presentation and prepare a paper for subsequent publication. A one-page summary of this presentation must accompany the Application Form. Interested candidates need to complete and submit it by **March**.

The final selection is made by the organizers, taking into consideration the need for regional and gender balance. Participants in previous colloquia may not apply within five years of their earlier participation, and where two applicants are equally ranked, preference is given to applicants who have not previously taken part. Selected applicants will be directly notified by the organizers.



WIPO ACADEMY  
EXECUTIVE EDUCATION PROGRAM  
2012

## EXECUTIVE EDUCATION PROGRAM

### **Objectives**

The Executive Education Program offers business managers and senior executives of the industry sector tools for using, valuating and managing IP for competitive advantages in their field. The Program aims to provide a better understanding of the IPRs, as well as teaching and training on how to use those rights in the daily business.

In keeping with WIPO's commitment to promoting IP as a strategic tool for economic, social, cultural and technological development through a balanced and effective intellectual property system, this focused Program addresses the specific needs of the executives in all countries as they seek to create and implement more robust strategies to manage their IP.

### **Background**

In an increasingly knowledge-driven economy, a corporation's ability to effectively harness and maximize the asset value of its IP has become a crucial factor in sustaining a competitive advantage. Intangible assets including IP account for over 70% of the market value of most companies in the S&P 500. Increasing significance of intangible assets is forcing business organizations to review them critically and to utilize them for building and sustaining competitive advantage.

The innovative ideas and products emerging from the R&D laboratories need to be effectively protected and converted into valuable IP assets. Evolving national, regional and international intellectual property regimes impact business processes as well as provide new opportunities and challenges. Effective management of innovation, product design and development are important for technology leadership.

### **Target Audience**

The Program targets executives and managers involved in R&D or with responsibility for the development and management of new products and processes including corporate technical staff, laboratory directors, managers responsible for the product or project engineering organizations, heads of research programs and managers with a heavy stake in the successful running of the company's R&D effort. Thus entrepreneurs, board members, CEOs, presidents, vice presidents, general managers, executives in functional areas such as marketing, brand management, research and development, design, finance, managers of legal and IP department, heads of human resources, and operations in large and small firms and R&D organizations who seek to integrate IP strategy into the corporate innovation and technology strategy are also concerned

### **Methodology**

The Program incorporates IP law and business methodologies for the strategic management of IP and brings together a team of renowned professors, IP strategists, private sector consultants from around the world to work with international experts at WIPO in targeting particular regions. It also includes experts from the regions concerned to provide regional perspectives on IP and business. This Program teaches how IP can be strategically leveraged to create value and sustain competitive advantage over time in a rapidly changing environment.

The program blends innovation with product design and IP management to offer a unique learning experience. Thought leaders from leading business schools and the corporate world reveal unique insights and experiences using lectures, case studies, best practices and group discussions. Participants have the opportunity to learn from each other, share experiences, reflect and apply the principles and best practices of innovation, valuation, product design and development, and IP management in their own business environment.



## EXECUTIVE EDUCATION PROGRAM

Our activities in this field aim to strengthen IP management research and education in business schools and other institutions of higher learning worldwide through enhanced cooperation with academics, researchers, corporate executives and policy makers.

### Content

Core topics of the program include:

- Creating an Innovation Culture
- Strategic Management of Innovation
- Valuation of Intellectual Property
- IP laws for Managers and Recent Developments
- IP Licensing Agreements
- Case Studies
- Optimizing Design for Competitive Advantage
- Managing Intellectual Property
- Strategic Use of Evolving IP Regime
- Strategic use of WIPO's Global IP Protection and Dispute Resolution

Our newly created Alumni list will continue to receive information as well as upcoming events.

### Expected Benefits

- Learn how to create and foster innovation culture in an organization or a company
- Generate a strategy for integrating research and development, design, manufacturing, and marketing
- Gain an overview of product design and development
- Develop an understanding of the basic concepts of intellectual property management
- Learn how companies are generating value from IP
- Examine how companies can extract maximum value from innovation, R&D and IPRs
- Explore how the technical functions can leverage IP
- Learn about the most recent developments in the international IP arena that will impact any organization or company in the future

### Registration Fees

All participants are charged approximately US\$ 2,500 for a three-day intensive course. Fees may differ slightly depending on the country chosen as venue. The fee covers tuition, study materials, coffee break refreshments, lunches and the opening dinner.

A 20% discount is applied to two or more participants belonging to the same organization; a 20% discount applies to the members of the IP associations and organizations recognized by WIPO; a 40% discount is made available to participants from developing countries; and a special rate is available to participants from least-developed countries.

### Travel and Accommodation

Participants are responsible for their own travel to and from the Program venue as well as accommodation. Accommodations are usually selected by the organizers at special prices for speakers and participants.

Further detailed information related to the venue and date of the course is available on the WIPO Executive Education Program website at [www.wipo.int/academy/en/courses/executive](http://www.wipo.int/academy/en/courses/executive).



WIPO ACADEMY  
SUMMER SCHOOLS PROGRAM  
2012

## **Objectives**

The Summer School provides an opportunity to acquire deeper knowledge of IP, including an understanding of IP as a tool for economic, social, cultural and technological development and the role WIPO plays in the administration of IP and also as the provider of global IP services.

## **Program**

All Summer Schools share a common curriculum, format and duration. Participants are exposed to various aspects of IPRs, including the international nature of IP protection and the interface between IP and other disciplines. The program includes the following methodologies and takes an interdisciplinary, problem-oriented approach: lectures; simulation exercises; group discussions on selected IP topics; panel discussions; and case studies.

## **Content and Structure**

- WIPO and its Role in Promoting Creativity and Innovation
- Selected Contemporary Issues in the Field of Trademarks
- International and Regional Trademark Systems
- Geographical Indications: The International Landscape and Current Issues
- Designs Protection and its Interface with Other IP Fields
- Internet Domain names and Alternative Dispute Resolution, including Illustration of Cases
- Trademarks and the Internet: Issues and Challenges
- Branding – Case Study
- International and Regional Patent Systems
- Selected Contemporary Issues in the Field of Patents
- The Use of Patent Information
- Protection of Trade Secrets: Current Issues
- Selected Cases on Patents and Biotechnology
- International Protection of Copyright and Related Rights
- Selected Contemporary Issues in the Field of Copyright and Related Rights
- Limitations and Exceptions of Copyright, including Access to Copyright Works for Visually Impaired Persons
- Unfair Competition and IP
- Economics of IP
- IP Management: A Practical Approach
- IP Valuation
- Transfer of Technology and Licensing
- Simulation Exercises on Licensing Negotiations
- Creative Industries and IP; Copyright Licensing
- Protection of New Plant Varieties, including the UPOV Convention
- IP and Biodiversity: International Landscape and Current Issues

Panel Discussion: Traditional Knowledge, Genetic Resources and Traditional Cultural Expressions: Toward a Suitable Protection System.

Panel Discussion: IP and Public Health – Issues and Challenges.

- IP, Green Technology and Climate Change: Issues and Challenges
- Selected Cases on Enforcement of IPRs

Group Discussions on:

- Nanotechnology and Patents
- Collective Management of Copyright and Related Rights

IP, Entrepreneurship and Small and Medium-Sized Enterprises

### Eligibility

Interregional in nature, the WIPO Summer Schools Program is aimed at senior students (graduate and post-graduate) from any academic discipline as well as young professionals working in any field in which IP may play a part.

### Distance Learning

Pre-selected candidates will be required to successfully complete a special session of the Academy's distance learning General Course on Intellectual Property (DL-101). Dates for this session will be announced upon pre-selection.

### Registration Fees

Based on country in which residing:

Developing countries and countries in transition: students US\$ 150 and young professionals US\$ 250.

Developed countries: students US\$ 300 and young professionals: US\$ 500.

Travel, Accommodation and Living Expenses

Participants are responsible for their own travel to and from various destinations, as well as accommodation and living expenses during their participation in the program.

### Award

A certificate of participation is awarded to participants who successfully complete program requirements.

### Venue and Duration

LOCATION	REGISTRATION	COURSE
Dubrovnik, Croatia (WCSS)	January 25 to March 31, 2012	May 28 to June 8
Daejeon, Korea (WKSS)	January 25 to April 10, 2012	June 18 to July 29
Geneva, Switzerland (WUGSS)	January 25 to April 10, 2012	July 2 to 13
Saint Petersburg, Russian Federation (WRSS)	January 25 to April 15, 2012	July 16 to 27
Odessa, Ukraine (WUSS)	January 25 to April 15, 2012	July 16 to 27
Washington D.C., United States of America (WASS)	February 20 to June 10, 2012	To be confirmed
Mexico City, Mexico (WMSS)	January 25 to May 27, 2012	July 30 to August 10
Cape Town, South Africa (WSSS)	March 30 to August 30, 2012	November 26 to December 7

## SUMMER SCHOOLS PROGRAM

### **Partnerships**

The WIPO Academy jointly offers the Summer Schools with the following institutions:

- University of Geneva
- Korean Intellectual Property Office (KIPO) and the International Intellectual Property
- Training Institute (IIPTI)
- Mexican Institute of Industrial Property (IMPI)
- National Institute of Industrial Property (INPI) and the University of São Paulo (USP)
- Federal Service for Intellectual Property, Patents and Trademarks (ROSPATENT)
- Department of Science and Technology of the Government of the Republic of South Africa (DST)
- University of the South Pacific
- United States Patent and Trademark Office (USPTO) Global Intellectual Property Academy

### **Further Details**

To find out more about the various Summer Schools, please visit our website at [http://www.wipo.int/academy/en/courses/summer\\_school/index\\_all.html](http://www.wipo.int/academy/en/courses/summer_school/index_all.html).





For more information contact  
WIPO at [www.wipo.int](http://www.wipo.int)

World Intellectual Property Organization  
34, chemin des Colombettes  
P.O. Box 18  
CH-1211 Geneva 20  
Switzerland

Telephone:  
+4122 338 91 11  
Fax:  
+4122 733 54 28