

World Intellectual Property Organization

**WIPO  
WORLDWIDE  
ACADEMY**



**Distance Learning Program  
2007-8**

## **What is WIPO?**

The World Intellectual Property Organization (WIPO) is an intergovernmental organization with headquarters in Geneva, Switzerland. A specialized agency of the United Nations system of organizations since 1974, it is dedicated to ensuring that the rights of creators and owners of intellectual property are protected worldwide and that inventors and creators are, thus, recognized and rewarded for their ingenuity.

At present the Organization has 184 member states. It administers 23 international treaties dealing with different aspects of intellectual property protection or administration.

## **What is the WIPO Worldwide Academy?**

The **WIPO Worldwide Academy** is a division of the World Intellectual Property Organization, devoted to providing teaching, training, advisory, and research in intellectual property. It provides services which are designed to meet the individual needs of diverse groups of users, organised under five main programs: Distance Learning, Professional Training, Policy Development, Education & Degree/Diploma and Research and Executive.

The Academy was founded in March 1998 to help member states attain specialized knowledge and skills that will enable them to derive benefits from the intellectual property system. Through its various programs, the Academy constantly strives to expand its tailor-made teaching and training services to an ever-growing audience of users and beneficiaries, including those at grass-roots level.

This brochure focuses on the Distance Learning Program, in particular its methodology, structure and objectives, and presents the courses offered in the academic year 2007-8.

## What is the Academy's Distance Learning Program?

The 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 in 1998, over 40,000 people in over 160 countries have taken the “General Course on Intellectual Property” (DL101). Registrations have been steadily increasing, the beginning of each course being marked by an expanding student audience. Distance learning has thus kept the promise of bringing intellectual property (IP) to ever wider sectors of society worldwide, bridging the gaps of distance and time, and reducing the costs of access to education.

The range of courses offered via distance learning is also expanding. At present, the Program includes a Primer on Intellectual Property (an easy-to-read introduction to the fundamental concepts of IP), a General Course on Intellectual Property (DL-101), and four advanced courses on specialized aspects of IP, Copyright and Related Rights (DL-201), Electronic Commerce (DL-202), Traditional Knowledge (DL-203) and Biotechnology (DL-204). This brochure presents each one of these courses in detail.

Furthermore, in 2007-8 the Academy plans to pilot a number of new specialized/advanced courses focused on application of IP. These are Patent Drafting (DL-208), Patent Search (DL-209), Arbitration and Dispute Settlement (DL-301), Patents (DL-302) and IP and Small and Medium Sized Enterprises (DL-303).

A unique feature of the Program is a focus on language diversity. Both the Primer and the General Course on IP are available in the seven official languages of WIPO - Arabic, Chinese, English, French, Portuguese, Spanish and Russian. The advanced courses are available originally in English, with selected translations under way (see details for each course).

All courses address the entire pedagogical process online, on the Academy's website at <http://academy.wipo.int>. In using the Internet for course delivery and administration, the Distance Learning Program has brought about a paradigm shift in teaching methodologies. Once a student has registered for the course of his/her choice and has been formally accepted, she/he is provided with a username and password allowing him/her to access the course online. This learning method is flexible, permitting students to study in their own time, at their own pace and in a location convenient to them. A certificate is awarded by the Academy upon successful completion of the course.

Teaching and tutorial services are offered by a core faculty of renowned academics located around the world, with the interaction between students and teachers taking place via email. The course administration is also handled online, from registration and

admission procedures, to tracking student performance, maintaining ongoing communication with tutors and students and evaluating course feedback.

In addition to the distance learning courses already available, the Academy is continuously working on the development of additional specialized courses to enrich its course selection.

## For Whom?

The development of distance learning courses is based on the actual demand of different categories of end-users. Therefore, the identification of specific target audiences for different types of courses is the first step in the process of designing distance learning modules. In addition to IP Offices, groups such as Government officials, business managers in industries such as manufacturing, publishing and broadcasting, lawyers, patent agents, engineers, economists, journalists and university students can benefit from the Academy's tailor-made courses which address both general and specific IP issues.

## The Academy Distance Learning Faculty

At present, the Academy's Distance Learning faculty is composed of over 80 professors from universities and institutions of higher learning around the world as well as in-house tutors, working in the seven official languages of WIPO (Arabic, Chinese, English, French, Portuguese, Spanish and Russian). As the distance learning student audience expands, the tutorial faculty also continues to integrate new members. According to the type and level of the course, each tutor supervises a group between 40 and 50 students. Throughout the session, tutors support students answering any question they may have with regard to the course content, communicating by email or through an Internet discussion forum. They also have the responsibility to mark final exams, which entitle successful students to a WIPO Academy Certificate.

Tutorial support is an inherent feature of the Academy's Distance Learning Program. In this regard, the Academy endeavors to offer its tutors the necessary training and pedagogic support in order for them to optimally perform their functions.

## Course Selection – Academic Year 2007

➡ **DL 001** – Intellectual Property Primer

➡ **DL 101** – General Course on Intellectual Property

➡ **DL 201** – Advanced Course on Copyright and Related Rights

➡ **DL 202** – Advanced Course on Electronic Commerce and Intellectual Property

⇒ **DL 203** – Advanced Course on Traditional Knowledge and Intellectual Property (under review)

⇒ **DL 204** – Advanced Course on Biotechnology and Intellectual Property



# DL 001

## Intellectual Property Primer

DL-001 is intended to provide you with a quick overview of intellectual property and the reasons why it is considered an important economic and cultural asset in today's life and economy. It constitutes an effective introduction to intellectual property, and will stimulate your interest in pursuing further readings and studies in this field.

DL-001 is also intended to introduce you to the Academy's curricular distance learning courses, which range from a comprehensive "General Course on Intellectual Property", to more specialized courses for those who wish to learn more about specific IP subjects.

The "Primer on Intellectual Property" (DL-001) covers briefly the fundamental aspects of intellectual property, i.e. copyright, related rights, trademarks, geographical indications, industrial design, patents, new plant varieties, unfair competition, enforcement of intellectual property rights and emerging issues in intellectual property. The course materials, presented in 12 sections, are followed by a series of Self-Assessment Questions.

You will be able to read the materials of this short course in about 3 hours.

## How and When to register ?

**<http://academy.wipo.int>**

The course is open online without any restrictions of time or registration requirements.



# DL 101

## General Course on Intellectual Property

The “General Course on Intellectual Property” (DL-101), offers a comprehensive introduction to the fundamental areas of IP, representing a sound basis for further in-depth studies in this discipline.

**The course consists of 11 substantive modules:**

1. Introduction to IP
2. Copyright
3. Related Rights
4. Patents
5. Trademarks
6. Geographical indications
7. Industrial design
8. Plant breeders’ rights
9. Unfair competition
10. International registration systems
11. Summary on the economic value of IP

A Certificate is issued to students who pass the final multiple-choice exam.

The course requires approximately 50 hours of study time over a period of six weeks. It also includes audio segments, self-assessment questions and multiple-choice end-of-module tests.

**The DL-101 course is currently offered free-of-charge, twice a year, in Arabic, Chinese, English, French, Portuguese, Russian and Spanish.**

## For Whom?

This course is designed for the general public, i.e. anyone interested in acquiring a general, although detailed knowledge of intellectual property, and the main international treaties governing its protection. No prior specialized knowledge is required. An under-graduate university degree is recommended as a minimum entry educational level. For this course WIPO Academy provides tutorial assistance using in-house experts.

## How and When to register?

<http://academy.wipo.int>

Session	Languages	Registration Dates	Course Dates
1	English, French, Portuguese Spanish	December to January	February to March
1	Arabic, Chinese, Russian	December to January	March to April
2	All of the above	July to August	October to November

Dates are subject to change, please visit the website regularly



# DL 201

## Advanced Course on Copyright and Related Rights

**The Advanced Course on Copyright and Related Rights (DL-201)** covers the basic principles of international copyright law, including related rights, and the applicable international treaties. It also describes the system of collective management of rights and the role of WIPO in the global protection of copyright and presents recent developments and trends in the protection of copyright in the digital environment.

**The course consists of 10 substantive modules:**

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

A Certificate is issued to students who pass the final written exam.

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

**It is offered twice a year, in English, French, Portuguese and Spanish.**

### For Whom?

The course is ideally designed for legal practitioners, managers in copyright offices and in collective management societies, in broadcast and publishing industries, academics and university students with a prior knowledge of intellectual property such as those who have successfully completed the DL 101. For this course students are provided with a tutor.

### How and When to register?

<http://academy.wipo.int>

Pre-registration Dates	Course Dates
February to March	May to July
July to August	September to December

Dates are subject to change, please visit the website regularly

For registration fees, please refer to the Payment Information section at the end of this brochure.



# DL 202

## Advanced Course on E-Commerce and Intellectual Property

**The Advanced Course on Electronic Commerce and Intellectual Property (DL-202)** is structured in three levels. Level one provides a foundation for understanding the basic concepts involved with E-commerce and IP. Level two covers the IP aspects of E-commerce in three main areas: Trademarks, Patents and Copyright. At level three, various sub-topics in each of the above areas are addressed in greater detail (e.g. protection of databases and software, domain names and Internet business).

**The course consists of 6 substantive modules:**

1. Intellectual Property in Electronic Commerce - Introduction
2. Internet Domain Names and Trademarks
3. Electronic Business and Patents
4. Digital Content and Copyright
5. Managing Intellectual Property Online
6. International Implications and Enforcement

A Certificate is issued to students who pass the final written exam.

This specialized course requires approximately 50 hours of study time over a period of 6 weeks. **It is offered twice a year, in English, French, Portuguese and Spanish.**

## For Whom?

The course is ideally designed for legal practitioners, managers in copyright offices and in collective management societies, in broadcast and publishing industries, academics and university students with a prior knowledge of intellectual property such as those who have successfully completed the DL 101. For this course students are provided with a tutor.

## How and Where to register?

<http://academy.wipo.int>

Pre-registration Dates	Course Dates
February to March	May to June
July to August	September to November

Dates are subject to change, please visit the website regularly

For registration fees, please refer to the Payment Information section at the end of this brochure.



# DL 203

## Traditional Knowledge and Intellectual Property (DL-203)

**Traditional Knowledge and Intellectual Property (DL-203)** is the first full-fledged course offered by the World Intellectual Property Organization (WIPO) on this subject.

'Traditional knowledge', which comprises both traditional knowledge and know-how (TK) as well as expressions and manifestations of traditional cultures and knowledge (traditional cultural expressions/expressions of folklore), has intrinsic social, cultural, spiritual, economic, scientific, intellectual, and educational value. Traditional cultures and knowledge systems are not static, but frameworks of ongoing innovation and creativity that benefit indigenous peoples, traditional communities and other cultural groups, as well as all humanity.

The relationship between intellectual property (IP) protection and the promotion, preservation and protection of TK and traditional cultural expressions has given rise to a complex and ongoing debate. Active discussions on the subject are being held in several international, regional, national and local forums, including in the WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore. Within this Committee, where a wide range of interests is represented, technical IP questions are closely interwoven with broader issues of economic, social, cultural and political justice. For some, the protection of TK and cultural expressions recognizes a broader and richer conception of "intellectual property"; for others, TK and cultural expressions can only be appropriately protected by limiting the reach of IP systems.

How does the IP system relate to the protection of TK and cultural expressions? What is meant by "protection"? What is the value and importance of TK and cultural expressions in cultural, scientific and commercial terms? What current practices represent a threat to TK and cultural expressions? What rights do holders of TK and cultural expressions want recognized? And, what possible policies or measures can be developed and used to better protect TK and cultural expressions?

These are some of the substantive areas and related questions addressed by this innovative course, which responds to calls for such materials by the communities and others consulted by WIPO during fact-finding undertaken by WIPO in 1998 and 1999. The modules do not propose any particular outcomes or suggest which approaches or responses to these complex issues may be preferable. Drawing on the experiences of a wide range of countries and communities, case-studies, existing national and regional laws and taking into account relevant instruments in other policy areas, the course aims at providing general and technical background information on international, regional and national experiences, policy options and legal mechanisms available or under consideration for the protection of TK and traditional cultural expressions.

A Certificate is issued to students who have the final written exam.

This specialized course requires approximately 100 hours of study time over a period of 10 weeks. **It is offered once a year, in English.**

## For whom?

DL-203 is intended for government officials, policy advisors, indigenous, traditional and other cultural communities, representatives of regional and international organizations, anthropologists, ethnologists and folklorists, business, legal practitioners, civil society, students etc. Since the course does not cover the basic principles of IP, but the relationship between IP and TK and traditional cultural expressions, it is suggested that participants who are already familiar with the IP system, may be able to benefit the most from it. For those who are not, they may wish first to complete the WIPO Worldwide Academy's "General Course on Intellectual Property" (DL-101). For this course students are provided with a tutor.

## How and Where to register

<http://academy.wipo.int>

<b>Pre-registration Dates</b>	<b>Course Dates</b>
July to August	September to December

Dates are subject to change, please visit the website regularly

For registration fees, please refer to the Payment Information Section at the end of this brochure.



# DL 204

## Advanced Course on Biotechnology and Intellectual Property

The Advanced Course on Biotechnology and Intellectual Property (DL-204) aims to illustrate how you can use the current IP system to protect and commercialize your biotechnology invention.

**The course covers the following topics:**

- the range and different types of IP rights,
- the international framework for the protection of IP,
- how patent law protects biotechnology inventions,
- the legal requirements and administrative steps for getting a patent,
- how databases of technical and patent information can help in research,
- how to search databases for technical and patent information,
- how to read, interpret and assess the effect of a patent document,
- the nature of plant breeder's rights systems,
- IP as a factor in a research and development,
- how to negotiate research contracts with commercial partners, and
- the management and practical use of IP rights, including licensing and enforcement.

A Certificate is issued to students who pass the final written exam.

This specialized course requires approximately 100 hours of study time over a period of 10 weeks. **It is offered twice a year, in English, French and Spanish.**

### For Whom?

The course is ideally designed for Government officials of IP offices, staff in NGOs and IGOs, practitioners of patent law, scientists, researchers, students. Since the course does not cover the basic principles of IP, but only the use of the IP system to protect biotechnological inventions, it is intended for participants who already have knowledge of the IP system, or have completed the online general course "DL-101". For this course students are provided with a tutor.

### How and Where to register?

<http://academy.wipo.int>

Pre-registration Dates	Course Dates
February to March	May to July
July to August	October to December

Dates are subject to change, please visit the website regularly

For registration fees, please refer to the Payment Information section at the end of this brochure.

## Payment Information

➡ **DL 001 and DL 101:** Free of Charge

➡ **Advanced Courses DL 201, DL 202, DL 203 and DL 204:** These courses are offered upon payment of a registration fee, according to the following fee categories:

a.	standard fee	<b>400 US dollars</b>
b.	student fee	<b>250 US dollars</b>
c.	reduced fee for participants from selected countries <sup>(1)</sup>	<b>120 US dollars</b>
d.	reduced fee for students from category (c) above	<b>80 US dollars</b>

<sup>(1)</sup> See the attached annex for list of countries where WIPO holds technical cooperation programs. Registrants must be nationals of a country where WIPO holds technical cooperation programs. They will be required to provide proof of nationality and student status prior to payment.

To register please consult:

<http://academy.wipo.int>

## Contact Information

### **Distance Learning Section WIPO Worldwide Academy**

34, chemin des Colombettes  
CH-1211 Geneva 20  
Switzerland

Tel: (41 22) 338 91 11

Fax: (41 22) 740 14 17

Email: [DL101e.academy@wipo.int](mailto:DL101e.academy@wipo.int)

Website: <http://academy.wipo.int>

## Annex 1

### List of countries where WIPO holds technical cooperation programs

1. Albania
2. Algeria
3. Angola
4. Antigua and Barbuda
5. Afghanistan
6. Argentina
7. Armenia
8. Azerbaijan
9. Bahamas
10. Bahrain, Kingdom of
11. Bangladesh
12. Barbados
13. Belarus
14. Belize
15. Benin
16. Bhutan
17. Bolivia
18. Bosnia and Herzegovina
19. Botswana
20. Bulgaria
21. Burkina Faso
22. Burundi
23. Brazil
24. Brunei Darussalam
25. Cambodia
26. Cameroon
27. Cape Verde
28. Central African Republic
29. Chad
30. Chile
31. China
32. Colombia
33. Congo
34. Cook Islands
35. Cote d'Ivoire
36. Costa Rica
37. Croatia
38. Cuba
39. Cyprus
40. Czech Republic
41. Democratic Republic of Congo
42. Democratic People's Republic of Korea
43. Dominica
44. Dominican Republic
45. Djibouti
46. Ecuador
47. Egypt, Republic of
48. El Salvador
49. Equatorial Guinea
50. Eritrea
51. Estonia
52. Ethiopia
53. Fiji
54. Gabon
55. Gambia
56. Georgia
57. Ghana
58. Grenada
59. Guatemala
60. Guinea
61. Guinea-Bissau
62. Guyana
63. Haiti
64. Honduras
65. Hungary
66. India
67. Indonesia
68. Iran, Islamic Republic of
69. Iraq
70. Israel
71. Jamaica
72. Jordan, Hashemite Kingdom of
73. Kazakhstan
74. Kenya
75. Kiribati
76. Kuwait, State of
77. Kyrgyzstan
78. Lao People's Democratic Republic
79. Latvia
80. Lebanon, Republic of
81. Lesotho
82. Liberia
83. Libyan Arab Jamahiriya
84. Lithuania
85. Madagascar
86. Malawi
87. Malaysia
88. Maldives
89. Mali
90. Malta
91. Marshall Islands
92. Mauritania
93. Mauritius
94. Mexico
95. Micronesia, the Federated States of
96. Mongolia
97. Morocco, Kingdom of
98. Mozambique
99. Myanmar
100. Namibia
101. Nauru
102. Nepal
103. Nicaragua
104. Niger
105. Nigeria
106. Niue
107. Oman, Sultanate of
108. Pakistan
109. Palau
110. Palestinian National Authority
111. Panama
112. Papua New Guinea
113. Paraguay
114. Philippines
115. Poland
116. Qatar, State of
117. Republic of Korea
118. Republic of Moldova
119. Rwanda
120. Saint Kitts and Nevis
121. Saint Lucia
122. Saint Vincent and the Grenadines
123. Samoa
124. Saudi Arabia, Kingdom of
125. Senegal
126. Serbia and Montenegro
127. Seychelles
128. Sierra Leone
129. Singapore
130. Slovakia
131. Slovenia
132. Solomon Islands
133. South Africa
134. Sri Lanka
135. Sudan, Republic of the
136. Suriname
137. Swaziland
138. Syrian Arab Republic
139. Tajikistan
140. Thailand
141. The former Yugoslav Republic of Macedonia
142. Timor-Leste
143. Togo
144. Tonga
145. Trinidad and Tobago
146. Tunisia
147. Turkey
148. Turkmenistan
149. Tuvalu
150. Uganda
151. Ukraine
152. United Arab Emirates
153. United Republic of Tanzania
154. Uruguay
155. Uzbekistan
156. Vanuatu
157. Venezuela
158. Viet Nam
159. Yemen, Republic of
160. Zambia
161. Zimbabwe