

STRATEGIC INTELLECTUAL PROPERTY MANAGEMENT

November 9 to 11, 2011
Singapore



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EXECUTIVE PROGRAM



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Overview

A three-day intensive program designed for middle to senior level executives who wish to learn how to strategically use the intellectual property (IP) system to fuel innovation, maximize return on investment in R&D and move their firm up the technology ladder. The program blends law and business information with IP management to offer a unique learning experience. Thought leaders from leading business schools and the corporate world will reveal unique insights and experiences using lectures, case studies, best practices and group discussions. Participants will also have the opportunity to learn from each other, share experiences, reflect and apply the principles and practices of innovation, technology and IP management in their own business environment. Participants will be able to network during breaks and lunches taken together as part of the Program.

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Program

Wednesday

- Program Introduction
- Basics of Copyright and Recent Developments for Executives
- Case Study on Apple
- Strategies for Extracting Value from IP
- Ways of Deploying IP
- Opening Dinner

Thursday

- Basics of Patents and Recent Developments for Executives
- IP and Business: Perspective from Asia
- International Registration Systems and Strategic Use of Patent Cooperation Treaty for Managers
- IP and Differential Pricing

Friday

- Basics of Trademark Laws and Recent Developments for Executives
- IP Management of Innovation: Interface between R&D and IP
- IP Licensing Agreements
- Dispute Settlement and Alternative Resolution: Essential Strategies
- Wrap-Up Session

The lectures by Prof. Fisher and Prof. Oberholzer-Gee are adaptations of the courses on "IP and Business Strategy" they originally developed at the Harvard Business School.

Faculty



William W. Fisher III, Professor, Harvard Law School. Professor Fisher received his undergraduate degree in American Studies from Amherst College and his graduate degrees, J.D. and Ph.D. in the History of American Civilization, from Harvard University.

Between 1982 and 1984, he served as a law clerk to Judge Harry T. Edwards of the United States Court of Appeals for the D.C. Circuit and then to Justice Thurgood Marshall of the United States Supreme Court. Since 1984, he has taught at Harvard Law School, where he is currently the Wilmer Hale Professor of Intellectual Property Law and the Director of the Berkman Center for Internet and Society. His academic honors include a Danforth Postbaccalaureate Fellowship (1978-1982) and a Postdoctoral Fellowship at the Center for Advanced Study in the Behavioral Sciences in Stanford, California (1992-1993).



Felix Oberholzer-Gee, Professor, Harvard Business School. Professor Oberholzer-Gee is the Andreas Andresen Professor of Business Administration in the Strategy Unit at Harvard Business School. A member of the faculty since 2003, Professor Oberholzer-Gee received his Masters degree, summa cum laude, and his Ph.D. in Economics from the

University of Zurich.

His first faculty position was at the Wharton School, University of Pennsylvania. He currently teaches competitive strategy in executive education programs such as the Program for Leadership Development, the Senior Executive Program for China, and in a program for media executives titled Effective Strategies for Media Companies. His course Strategies Beyond the Market is a popular elective class for second-year MBA students. Professor Oberholzer-Gee won numerous awards for excellence in teaching, including the Harvard Business School Class of 2006 Faculty Teaching Award for best teacher in the core curriculum, and the 2002 Helen Kardon Moss Anvil Award for best teacher in the Wharton MBA program. Prior to his academic career, Professor Oberholzer-Gee served as managing director of Symo Electronics, a Swiss-based process control company.



Susanna H.S. Leong, Associate Professor, NUS Business School. Professor Leong is the Vice-Dean for Graduate Studies at HUS Business School and is an Advocate & Solicitor of the Supreme Court of Singapore. She received her LL.B (Hons) from National University of Singapore and her LL.M (with Merit) from University College London, University of London.

She teaches business related law on contract, sale of goods and intellectual property. Susanna is bilingual and teaches in the English and Chinese Executive MBA programs. Her research interests are in intellectual property and technology-related laws. She is a Senior Fellow at the Intellectual Property Academy of Singapore, a member of the WIPO Arbitration and Mediation Centre's Domain Name Panel and a member of the Regional Centre for Arbitration, Kuala Lumpur (RCAKL) Panel.

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Speakers

- **Karen Lee Rata**, Head, Executive Program, WIPO Academy
- **Matthew Bryan**, Director, PCT Legal Division, WIPO
- **Richard Buttrick**, Former Senior Vice President, Philips Intellectual Property & Standards, Founder and President, RB Intellectual Property, London
- **Theo Stamatiadis**, Legal Advisor, Centre de Recerca i Innovació de Catalunya (CRIC), Barcelona, Spain.

wipo.int/academy/en/courses/executive



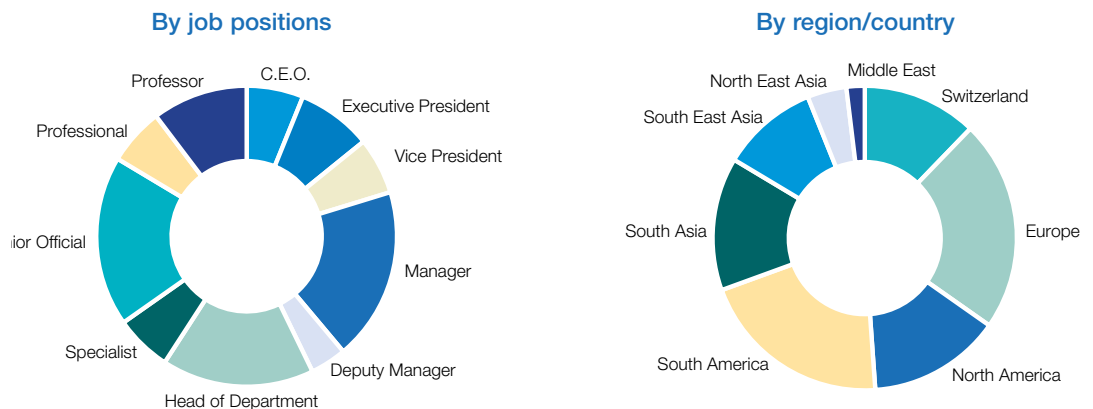
“I am deliriously happy that I attended the program. It was indeed a powerful learning experience that will greatly inform my teaching IP Management, as it keeps me abreast of best IP management strategies. It was one of the very best programs I ever attended with lectures that were truly excellent in terms of depth and scope of the topics.”

Prof. Karl Jorda, Franklin Pierce Law Center, United States

Who Should Attend

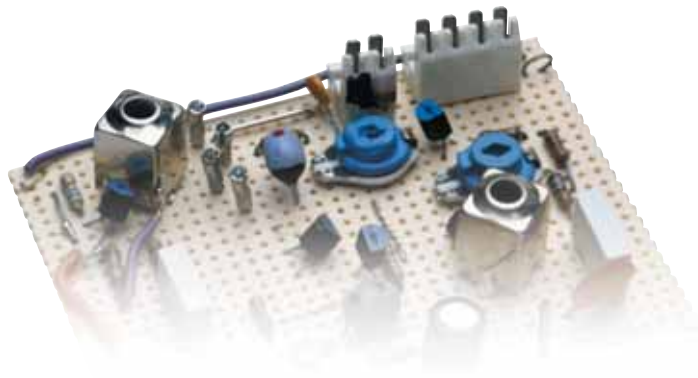
The program is designed for senior general and technical executives who are responsible for corporate strategy, including but not limited to, board members, CEOs, Presidents, Vice Presidents, entrepreneurs, heads of product development, R&D, engineering, technology transfer, marketing, brand management, finance; senior managers from the legal and IP department; and heads of human resources. The program will be valuable for executives and managers responsible for the development and management of new products and processes, research programmes, laboratory directors, managers responsible for the product or project engineering organisations, and managers with a heavy stake in the successful running of the company, who seek to integrate intellectual property strategy into the corporate innovation and technology strategy.

Past participants



Organizations of some of the past participants

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|---|--|----------------------------|
| Alembic | Dr. Reddy's Laboratories | Nokia |
| Azores University | European Patent Organisation | Petronas |
| Bajaj Auto Ltd | Franklin Pierce Law School | Pirelli Spa |
| BSH Bosch und Siemens | GE India Technology Centre | San Sebastian Tech Park |
| Cargill | HCL Technologies Ltd | Siam Cement Co. |
| CERN | Hitachi Ltd. | Ultrashape Ltd. |
| Cisco Systems | Husqvarna AB | University of Minas Gerais |
| Council of Scientific & Industrial Research | Mexican Institute of Industrial Property | ZydusCadilla |



Key Benefits

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

Award of Certificate

WIPO Academy will award a Certificate of Participation on successful completion of the program by the participant.

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Dates

November 9 to 11, 2011

Venue

NUS Business School
Mochtar Riady Building,
Level 5
15 Kent Ridge Drive
Singapore 119245

Language

English

“The program was absolutely enlightening. What I learnt about the technical and business aspects of IP and the intricacies of global IP management would enable me to better guide our company’s IP department.”

Ganesh Nayak, Executive
Director, Zydus Cadilla, India



About WIPO

The World Intellectual Property Organization (WIPO) is a specialized agency of the United Nations. It is dedicated to developing a balanced and accessible international intellectual property (IP) system, which rewards creativity, stimulates innovation and contributes to economic development while safeguarding the public interest. WIPO administers 24 international treaties and carries out rich and varied programs of work with its 184 Member States. WIPO's activities in progressive development of IP laws, international registration and dispute resolution services, and cooperation for development programs continue to support international trade and commerce which in turn brings economic gain, efficiency and certainty to business enterprises around the world.



Photos: Stephen Mettler



WIPO Academy

The WIPO Academy is the education arm of WIPO. It was founded in response to global demand for knowledge and skills in IP. It serves as a center for teaching, training and research in IP. Its programs cater to different target audiences – inventors and creators, business managers and IP professionals, policy makers and government officials of IP institutions, diplomats and representatives, students and teachers of IP and the civil society. The Executive Program of the WIPO Academy focuses on developing IP skills and competences in business organizations. Drawing on WIPO's expertise, the Executive Program offers a unique learning experience in theory and practice of IP management with eminent academics from renowned business schools, thought leaders and experts from global corporations, professional bodies and management consultants.

About NUS

A leading global university centered in Asia, the National University of Singapore (NUS) offers a global approach to education and research, with a focus on Asian perspectives and expertise. Its transformative education includes a broad-based curriculum underscored by multi-disciplinary courses and cross-faculty enrichment, as well as special programmes which allow students to realise their potential. Over 36,000 students from 100 countries further enrich the community with their diverse social and cultural perspectives, making campus life vibrant and exciting.



NUS Business School

Established in 1965, the NUS Business School is known for its focus on providing management thought from an Asian perspective, enabling our students and corporate partners to leverage on the best global knowledge and deep Asia insights to drive business growth in Asia and around the world. This combination of global knowledge and Asia insight is reflected in all aspects of its research, teaching and industry outreach. As Asia's Global Business School, the NUS Business School is the leading authority on business in Asia. It has consistently received top rankings in the Asia-Pacific region by independent publications and agencies, such as the Financial Times, Economist Intelligence Unit, and QS Top MBA, in recognition of the quality of its programs, faculty, research and graduates. The School is accredited by EQUIS and AACSB International, endorsements that the School has met the highest standards for business education.



Photos: NUS



How to Register

Candidates may register online at the WIPO website given below. Alternatively, they may complete the registration form and return with payment details to the Executive Program.

Application Deadline: October 28, 2011

Admission

Places are limited. Candidates are processed on first come first served basis, subject to availability of space and their background. Fluency in English is expected. Candidate's experience, scope of current responsibilities, and the position will be considered to optimize the learning experience and exchange of ideas among the participants.

Organizers reserve the right to decline registration and refund the fee in the event it is considered that the profile of the applicant is better suited for another program. Early registration is recommended.

Fee

USD 2,500

The fee covers tuition, study materials, opening reception, coffee breaks and lunches. A 20% group discount is applied to two or more participants belong to the same organization; a special rate of a 40% discount is made available to participants from developing and least-developed countries. A 20% discount applies to the members of the IP associations and organizations recognized by WIPO.

The fee does not cover travel or accommodation.

Further Information

Executive Program

WIPO Academy

World Intellectual Property Organization

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Switzerland

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Fax: +41 22 740 14 17

E-mail: exec.edu@wipo.int

Web: www.wipo.int/academy/en/courses/executive

Accommodation

Organizers have reserved rooms at the Swissôtel Merchant Court for faculty and participants at special rates. Contact the hotel directly by telephone +65 6337 2288 or fax +65 6334 0606; or email cindy.wee@wipo.int for reservations.