



---

## EXECUTIVE PROGRAM

---

WIPO/ACAD/SING/11/INF/1  
ORIGINAL: ENGLISH  
DATE: SEPTEMBER 30, 2011

## Strategic Intellectual Property Management

*organized by*  
World Intellectual Property Organization (WIPO)

*in cooperation with*  
National University of Singapore (NUS)

**Singapore, November 9 to 11, 2011**

PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, November 9, 2011

- 8.00 – 8.30                      *Registration*
- 8.30 – 9.00                      ***Program Introduction***
- Ms. Karen Lee Rata  
Head, Executive Education Program, WIPO Academy, Geneva
- 9.00 – 10.30                      ***Basics of Copyright and Recent Developments for Executives***
- Prof. William W. Fisher  
Professor of Intellectual Property (IP) Law, Harvard Law School; Director of Berkman Center for Internet and Society; Co-Chair of “IP and Business Strategy”, Harvard Business School, Boston
- 10.30 – 11.00                      Coffee Break
- 11.00 – 12.30                      ***Apple Case***
- Prof. Felix Oberholzer-Gee  
Professor of Business Administration, Harvard Business School; Member of the Strategy Unit; Co-Chair of “IP and Business Strategy”, “Senior Executive Program for China”, and “Effective Strategies for Media Companies”, Boston
- 12.30 – 14.00                      Lunch
- 14.00 – 15.30                      ***Strategies for Extracting Value from IP***
- Mr. Richard Buttrick  
Former Senior Vice-President, Philips Intellectual Property & Standards, Founder and President, RB Intellectual Property, London
- 15.30 – 16.00                      Coffee Break
- 16.00 – 17.30                      ***Ways of Deploying IP***
- Prof. William W. Fisher
- 17.30 – 18.30                      Reception
- 19.30 – 21.30                      Opening Dinner

Thursday, November 10, 2011

- 9.00 – 10.30                      ***Basics of Patents and Recent Developments for Executives***
- Prof. William W. Fisher
- 10.30 – 11.00                      Coffee Break
- 11.00 – 12.30                      ***IP and Business: Perspective from Asia***
- Prof. Susanna H.S. Leong  
Professor of Law and Vice-Dean for Graduate Studies, NUS Business School, Advocate and Solicitor, Supreme Court of Singapore
- 12.30 – 14.00                      Lunch

14.00 – 15.30 ***Introduction to International Registration Systems and Strategic Use of Patent Cooperation Treaty (PCT) for Managers***

Mr. Matthew Bryan  
Director, PCT Legal Division, WIPO, Geneva

15.30 – 16.00 Coffee Break

16.00 – 17.30 ***IP and Differential Pricing***

Prof. William W. Fisher

Friday, November 11, 2011

9.00 – 10.30 ***Basics of Trademark Law and Recent Developments for Executives***

Prof. William W. Fisher

10.30 – 11.00 Coffee Break

11.00 – 12.30 ***IP Management of Innovation: Interface between R&D and IP in a Company***

Mr. Richard Buttrick

12.30 – 14.00 Lunch

14.00 – 15.30 ***IP Licensing Agreements***

Mr. Theo Stamatiadis  
Legal Advisor, *Centre de Recerca i Innovació de Catalunya* (CRIC),  
Barcelona

15.30 – 16.00 Coffee Break

16.00 – 17.00 ***Dispute Settlement and Alternative Dispute Resolution: Essential Strategies for Managing IP***

Prof. Susanna H.S. Leong

17.00 – 17.45 ***Wrap-Up Session***

Prof. William W. Fisher, Moderator  
Other Speakers will also participate

17.45 – 18.00 ***Closing Remarks and Evaluation***