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## EXECUTIVE PROGRAM

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WIPO/ACAD/CHILE/12/INF/1  
ORIGINAL: ENGLISH  
DATE: JANUARY 30, 2012

## Strategic Intellectual Property Management

*organized by*  
World Intellectual Property Organization (WIPO)

*in cooperation with*  
Universidad Adolfo Ibáñez

**Santiago, March 14 to 16, 2012**

PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, March 14, 2012

- 9.00 – 9.30                      *Registration*
- 9.30 – 9.45                      ***Program Introduction***
- Ms. Karen Lee Rata  
Head, Executive Education Program, WIPO Academy, Geneva
- 9.45 – 11.00                      ***Strategy and Intellectual Property (IP) Management: Colgate vs. Proctor & Gamble (reading assignment: Colgate 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
- 11.00 – 11.30                      Coffee Break
- 11.30 – 13.00                      ***Ways of Deploying IP***
- Prof. William W. Fisher  
Professor of IP Law, Harvard Law School; Director of Berkman Center for Internet and Society; Co-Chair of “IP and Business Strategy”, Harvard Business School, Boston
- 13.00 – 14.00                      Lunch
- 14.00 – 15.00                      ***IP Challenges in Latin America***
- Mr. Maximiliano Santa-Cruz  
Director, National Institute of Industrial Property, Santiago
- 15.00 – 16.00                      ***Introduction to WIPO and the International Registration Systems***
- Mr. Marcelo di Pietro Peralta  
Director, WIPO Academy, Geneva
- 16.00 – 16.30                      Coffee Break
- 16.30 – 18.00                      ***Recent Developments in IP Law***
- Prof. William W. Fisher
- 20.00 – 22.00                      Opening Dinner

Thursday, March 15, 2012

- 9.00 – 10.30                      ***Collaboration: Apple Inc. in 2010 (Reading assignment: Apple case)\****
- Prof. Felix Oberholzer-Gee
- 10.30 – 11.00                      Coffee Break
- 11.00 – 13.00                      ***Commercialization and Evaluation of Intangible Assets***
- Mr. Guido von Scheffer  
CEO, IP Strategists, Hamburg, Germany
- 13.00 – 14.00                      Lunch

- 14.00 – 15.00 ***IP Licensing Agreements***  
  
Mr. Theo Stamatiadis  
Legal Advisor, *Centre de Recerca i Innovació de Catalunya* (CRIC),  
Barcelona, Spain
- 15.00 – 16.00 ***Negotiation of IP Licenses***  
***(Reading assignment: Calvin Klein case)\****  
  
Prof. William W. Fisher
- 16.00 – 16.30 Coffee Break
- 16.30 – 18.00 ***Negotiation Exercise***  
  
In Small Groups
- Friday, March 16, 2012
- 9.00 – 10.30 ***Negotiation Exercise: Debriefing***  
  
Prof. Felix Oberholzer-Gee  
Prof. William W. Fisher  
Mr. Guido von Scheffer  
Mr. Theo Stamatiadis
- 10.30 – 11.00 Coffee Break
- 11.00 – 12.00 ***Price Differentiation***  
***(Reading assignment: London 2012 Olympic Games)\****  
  
Prof. Felix Oberholzer-Gee
- 12.00 – 13.00 ***IP and Differential Pricing***  
  
Prof. William W. Fisher
- 13.00 – 14.00 Lunch
- 14.00 – 15.30 ***Strategies to Innovation and Enterprising in Chile and in Latin America***  
  
Prof. Manuel Gidekel  
Professor of Business Administration and Executive Director, Venture Lab,  
Business School, *Universidad Adolfo Ibáñez*, Santiago
- 15.30 – 16.00 Coffee Break
- 16.00 – 17.00 ***Review and Wrap-Up Session***  
  
Prof. Felix Oberholzer-Gee  
Prof. William W. Fisher
- 17.00 – 17.15 ***Closing Remarks and Evaluation***

\* *Reading materials has been posted online.*