



**WIPO-Turin/IP/06/INF/1 Prov.**

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UNIVERSITY OF TURIN



WIPO WORLDWIDE ACADEMY

## **MASTER OF LAWS (LL.M) IN INTELLECTUAL PROPERTY**

organized by

the World Intellectual Property Organization (WIPO)

and

the University of Turin

in cooperation with

the International Training Centre of the International Labour Organization (ILO)

and

the Government of Italy

Turin, June 1, 2006 to February 28, 2007

**PROVISIONAL PROGRAM FOR THE STUDY VISIT TO WIPO  
(Geneva, November 20 to 24, 2006)**

*prepared by the Secretariat*

***Venue: WIPO – Academy Training Room (Room 036), Ground Floor of the P&G Building***

Monday, November 20, 2006

9.00 – 9.30	Opening remarks  Mr. Mpazi Sinjela, Dean, WIPO Worldwide Academy
9.30 – 10.15	Intellectual Property Strategy  Lecturer: Mrs. Cynthia Cannady, Director, Intellectual Property and New Technologies Division, WIPO
10.15 – 10.30	Break
10.30 – 11.30	Successful Technology Licensing (STL) – Basic Principles, Key Terms and Preparation for Negotiation  Lecturers: Mrs. Cynthia Cannady  Mr. Marcelo Di Pietro Peralta, Deputy Director, Technical Assistance and Capacity Building Bureau for Latin America/Caribbean, WIPO  Ms. Janina Sekula-Smolka, Intern, Intellectual Property and New Technologies Division, WIPO
11.30 – 12.00	Teams Preparation for Licensing Negotiation
12.00 – 13.30	Lunch break
13.30 – 14.30	Teams Preparation for Licensing Negotiation (cont'd)
14.30 – 15.30	Negotiation Starts – First Round of Negotiation
15.30 – 15.45	Break
15.45 – 16.30	Second Round of Negotiation
16.30 – 17.30	Plenary Session – Each Group Presents Results of the Negotiation
17.45 – 19.00	Reception: 13 <sup>th</sup> floor, GB1 Building (WIPO Main Building)

Tuesday, November 21, 2006

9.30 – 10.30 PCT: Study visit to the PCT Department of WIPO: The Practical Handling of International Applications Under the PCT System

Guided by Mr. Mougamadou Abidine, Head, PCT Operations Division, Office of the Patent Cooperation Treaty

10.30 – 11.30 Trademarks: Study visit to the International Trademark Registration Department of WIPO: The Practical Handling of International Applications Under the Madrid System

Guided by Mr. Norbert Kopp, Head, International Registrations Administration Department, Sector of Trademarks, Industrial Designs and Geographical Indications

11.30 – 11.45 Break

11.45 – 12.30 Individual meetings with WIPO officials

12.30 – 14.30 Lunch break

14.30 – 15.30 Introduction and visit to the WIPO Knowledge Management Center and e-Library

Lecturer: Mrs. Lise Mcleod, Head, WIPO Knowledge Management Center and e-Library

*Venue: Celeste Room – CAM Building*

15.30 – 18.00 Individual Research

Wednesday, November 22, 2006

9.00 – 10.30 Intellectual Property Contemporary Issues: the WTO Perspective

Lecturer: Mr. Adrian Otten, Director, Intellectual Property Division, World Trade Organization (WTO)

10.30 – 11.00	Break
11.00 – 12.30	<u>Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement) and Public Health</u>
Lecturer:	Mrs. Jayashree Watal, Counsellor, Intellectual Property Division, WTO
12.30 – 14.00	Lunch break
14.00 – 17.00	Individual Research

Thursday, November 23, 2006

9.00 – 11.00	<u>Intellectual Property Management in Inter-firm R&amp;D Collaborations</u>
Lecturer:	Dr. Martin A. Bader, European and Swiss Patent Attorney, Managing Partner, BGW Management Advisory Group, Switzerland
11.00 – 11.30	Break
11.30 – 12.30	<u>Protection of Traditional Knowledge and Cultural Expressions (Folklore)</u>
Lecturer:	Mr. Antony Taubman, Acting Director and Head, Traditional Knowledge Division, WIPO
12.30 – 14.00	Lunch break
14.00 – 15.30	<u>Protection of Traditional Knowledge and Cultural Expressions (Folklore) (cont'd)</u>
Lecturer:	Mr. Antony Taubman
15.30 – 16.00	Break
16.00 – 18.00	Individual Research

Friday, November 24, 2006

9.00 – 11.30

Individual Research

11.30 – 12.00

Closing remarks

Mr. Yo Takagi, Executive Director, Office of Strategic  
Planning and Policy Development, and the WIPO  
Worldwide Academy, WIPO

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