Webinar on the Development and Use of Intellectual Property (IP) in the Commercialization of Mobile Applications

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Kenya Copyright Board (KECOBO)

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Thursday, June 24, 2021

11 a.m. to 1 p.m. East Africa Time (EAT)

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
Thursday, June 24, 2021 (all times are East Africa Time (EAT))

11.00 – 11.10 Opening ceremony

Welcome remarks by: Mr. Edward Sigei, Executive Director, Kenya Copyright Board (KECOBO), Nairobi

Mr. Dimiter Gantchev, Deputy Director and Head, Copyright Management Division, World Intellectual Property Organization (WIPO), Geneva

11.10 – 11.40 Topic 1:
Conception to Monetization: Intellectual Property (IP) and Commercialization throughout the Mobile Apps’ Lifecycle

Speaker: Dr. Noam Shemtov, Reader in IP and Technology Law, Centre for Commercial Law Studies, Queen Mary University, London

11.40 – 12.10 Topic 2:
Financing Mobile App Development and Commercialization

Speaker: Mr. Furuzonfar Zehni, Partner, Fresco Capital, Hong Kong

12.10 – 12.40 Topic 3:
Valuation of IP and Commercialization of Mobile Apps in Kenya

Speaker: Dr. Isaac Rutenberg, Senior Lecturer and Director, Center for Intellectual Property and Information Technology Law (CIPIT), Strathmore Law School, Nairobi

12.40 – 12.55 Topic 4: Q&A and Discussion

12.55 – 13.00 Closing remarks by: Mr. Edward Sigei

Mr. Dimiter Gantchev

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