WIPO TRAINING OF TRAINERS PROGRAM ON EFFECTIVE INTELLECTUAL PROPERTY ASSET MANAGEMENT BY SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

Organized by
the World Intellectual Property Organization (WIPO)
and
the Intellectual Property Centre, Ministry of Justice, Qatar

Doha, the State of Qatar, April 10 to 14, 2011

PROVISIONAL PROGRAM
prepared by the international bureau of WIPO
Sunday, April 10, 2011

9.00 – 9.30 Opening Ceremony

9.30 – 10.45 Introduction to the World Intellectual Property Organization (WIPO) and its Small and Medium-sized Enterprises (SMEs) Division; Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs

Speaker: Mr. Anil Sinha, Counsellor, Small and Medium-sized Enterprises (SMEs) Division, WIPO

Resources: Module One of IP PANORAMA

10.45 – 11.30 “Making a Mark” – The Role of Trademarks in Branding

Speaker: Ms. Najmia Rahimi, Senior Program Officer, SMEs Division, WIPO

Resources: Module Two of IP PANORAMA

“Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprises”
“Trademark Usage: Getting the Basics Right”
“The Synergy of Trademarks and Marketing”
“So What are the Do’s & Don’ts for Choosing a Brand?”
“Independent Existence or Coexistence of Identical or Similar Trademarks”

11.30 – 12.30 Lunch Break


Speaker: Mr. Chander Lall, Partner, Lall & Sethi Advocates, New Delhi

Resources: Module Two of IP PANORAMA

“The Power of Design for Marketing Success”

Speaker: Mr. P. Kandiah, IP Attorney, KASS International Sdn. Bhd, Kuala Lumpur

Resources: Module Three of IP PANORAMA
“Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises”
Quality Patents: Claiming What Counts
Managing Patent Costs: An Overview

Monday, April 11, 2011

9.00 – 10.15 “In Confidence” – Putting in Place a Trade Secret Protection Program in an SME

Speaker: Ms. Najmia Rahimi

Resources: Module Four of IP PANORAMA
Trade Secrets are Gold Nuggets : Protect Them
Trade Secrets: Policy Framework and Best Practices
Disclosing Confidential Information
What an Employee Needs to Know About Trade Secrets

10.15 – 11.30 “Creative Expression” - Benefiting From Your Copyright and Using the Copyright Works of Others in Your Business

Speaker: Mr. Chander Lall, Partner, Lall & Sethi Advocates, New Delhi

Resources: Module Five of IP PANORAMA
“Creative Expression – An Introduction to Copyright for Small and Medium-Sized Enterprises”
Copyright Protection: Reaping the Benefits of Literary or Artistic Creation
Intellectual Property in the Fashion Industry
Using Photographs of Copyrighted Works and Trademarks
Legal Pitfalls of Taking and Using Photographs of Copyright Material, Trademarks and People
What to do if you are Accused of Copyright Infringement

11.30 – 12.30 Lunch Break


Speaker: Mr. Chander Lall
The Value of Collective and Certification Marks for Small Players
Using Collective Marks for the Protection of Traditional Products
Role of Intellectual Property in Enhancing the Competitiveness of the Tourism Industry

13.45 – 15.00 IP Law and Administration in the State of Qatar
Speaker: Local speaker from the State of Qatar

Tuesday, April 12, 2011

9.00 – 10.15 Intellectual Property in the Digital Economy
Speaker: Mr. Chander Lall
Resources: Module Eight of IP PANORAMA
Module Eight of IP PANORAMA Business Success, Copyright and the Digital Environment
IP PANORAMA Intellectual Property and E-Commerce: How to Take Care of Your Business Website

10.15 – 11.30 Managing Intellectual Property Assets in International Business
Speaker: Ms. Najmia Rahimi
Resources: Module Nine of IP PANORAMA
Module Nine of IP PANORAMA SMEs or Micromultinationals? Leveraging the Madrid System for International Branding
Module Nine of IP PANORAMA The Outsourcing Offshore Conundrum: An Intellectual Property Perspective
Module Nine of IP PANORAMA International Trade in Technology – Licensing of Know-How and Trade Secrets

11.30 – 12.30 Lunch Break

Speaker: Mr. P. Kandiah
Resources: Module Six of IP PANORAMA
Connecting Strategy and Competitive Intelligence: Refocusing Intelligence to Produce Critical Strategy Inputs
Intellectual Property Rights Information Serving Innovation Patents in Technical Standards
Prior Art Searches: A Must for Innovative SMEs
Going Beyond the Prior Art Search

13.45 – 15.00 Exploiting Intellectual Property Assets; Overview of Licensing, Franchising and Merchandising

Speaker: Mr. Anil Sinha

Resources: Modules Seven and Twelve of IP PANORAMA
Exchanging Value - Negotiating Technology Licensing Agreements - A Training Manual
Successful Technology Licensing Franchising & Licensing - What are they? and how can you benefit from them?
IP Licensing: Reaping the Benefits Starting a New Company: Consider Franchising as an Option
Savvy Marketing: Merchandising of Intellectual Property Rights
Role of the Intellectual Property System in Developing and Marketing of New Products

Wednesday, April 13, 2011

9.00 – 10.15 IP and Finance: Accounting and Valuation of IP Assets; IP-based Financing

Speaker: Mr. Anil Sinha

Resources: Module Eleven of IP PANORAMA

10.15 – 11.30 Tips for Resolution of Intellectual Property Rights (IPRs) Disputes, including enforcement of IPRs, in the State of Qatar

Speaker: Local speaker from the State of Qatar

11.30 – 12.30 Lunch Break

12.30 – 13.45 Role of IP Management in Effective Government-
University/Research Institutes-Industry Relations

Speaker: Mr. Anil Sinha
Local speaker from the State of Qatar

13.45 – 15.00 IP Asset Management: IP Audit and IP Due Diligence

Speaker: Mr. P. Kandiah


IP Due Diligence Readiness

Thursday, April 14, 2011

9.00 – 10.15 Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies

Speakers: Local speaker(s) from the State of Qatar
Mr. Chander Lall
Mr. P. Kandiah

10.15 – 11.30 Current and Proposed IP Information, Teaching/Training, Advice and Consulting Services for SMEs in the State of Qatar

Speaker(s): Local speaker(s) from the State of Qatar

11.30 – 12.30 Lunch Break

12.30 – 13.45 Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SMEs Support Institutions in the State of Qatar

Moderator: Senior Representative of the IP Centre or of the Ministry of Justice, and
Mr. Anil Sinha

Discussants: Representative(s) of SME Support Institution in the State of Qatar, all international and local speakers and WIPO officials
13.45 – 15.00  Written Test (open book) for Evaluation of Participants

15.00 – 15.30  Summing up and Closing Ceremony

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