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THE LAHORE CHAMBER OF COMMERCE AND INDUSTRY



WORLD INTELLECTUAL PROPERTY ORGANIZATION

**NATIONAL SEMINAR ON INTELLECTUAL PROPERTY
AND DEVELOPMENT OF THE
FRANCHISING SECTOR IN PAKISTAN**

organized by
the World Intellectual Property Organization
and
the Lahore Chamber of Commerce and Industry

Lahore, December 17 and 18, 2007

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, December 17, 2007

- 8.30 – 9.00 Registration
- 9.00 – 9.30 OPENING CEREMONY
- Opening remarks by:
- The representative of the Lahore Chamber of Commerce and Industry
- The representative of the World Intellectual Property Organization (WIPO), Geneva
- 9.30 – 10.00 Coffee Break
- 10.00 – 11.00 Topic 1 An Introduction to Franchising and its Importance for Entrepreneurs and Small and Medium-Sized Enterprises
- Speaker: Mr. Tan Tee Jim, Partner, Lee and Lee Advocates and Solicitors, Singapore
- 11.00 – 12.00 Topic 2: Leveraging Intellectual Property Assets for Business Success; Building an Enterprise from a Franchise
- Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO
- 12.00 – 13.30 Lunch
- 13.30 – 14.30 Topic 3 The Role of Trademarks, Copyright and Industrial Designs in a Franchising Arrangement
- Speaker: Mr. Pravin Anand, Partner, Anand and Anand, New Delhi, India
- 14.30 – 15.00 Coffee
- 15.00 – 16.00 Topic 4 Managing Trade Secrets in a Franchising Arrangement
- Speaker: Mr. Guriqbal Singh Jaiya
- 16.00 – 17.00 Topic 5: The Experience of Franchisees in Pakistan
- Speakers: Three or four Pakistani Franchisees of Foreign Franchisors - Presentation made by Mr. Hasan Irfan Khan, Attorney at Law, United Trademark and Patent Services and Irfan and Irfan

Tuesday, December 18, 2007

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| 9.00 – 10.00 | Topic 6: | Successful Franchising: Key Terms of a Franchising Agreement |
| | | Speaker: Mr. Pravin Anand |
| 10.00 – 10.30 | Coffee | |
| 10.30 - 11.30 | Topic 7: | Dealing with IP Issues in a Franchising Agreement |
| | | Speaker: Mr. Tan Tee Jim |
| 11.30 – 12.30 | Topic 8: | The Relevance of Dispute Resolution Mechanisms for the Franchising Industry |
| | | Speaker: Mr. Pravin Anand |
| 12.30 – 14.00 | Lunch | |
| 14.00- 16.00 | Panel Discussion | Current Status and Future Prospects for Development of Franchising in Pakistan |
| | | Speakers: Local speakers, WIPO official, Mr. Pravin Anand, Mr. Tan Tee Jim and LCCI Officials |
| 16.00 – 16.30 | CLOSING CEREMONY | |

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