



#### **PROGRAM TYPE**

ORIGINAL: ENGLISH DATE: SEPTEMBER 17, 2010

# WIPO TRAINING THE TRAINERS PROGRAM ON INTELLECTUAL PROPERTY AND SMALL AND MEDIUM-SIZED ENTERPRISES

Organized by
The World Intellectual Property Organization (WIPO)
and
the Patent Office of the Republic of Poland

Warsaw, Poland, November 22 to 25, 2010

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

### Monday, November 22, 2010

8.45 – 9.00	Opening Ceremony		
9.00 – 10.15	The Role of Intellectual Property Assets in Strengthening the Competitiveness of Small and Medium-sized Enterprises (SMEs) and the IP for Business Services Provided by the World Intellectual Property Organization (WIPO)		
	Speaker:	Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises Division, WIPO, Geneva, Switzerland	
10.15 – 10.30	Tea/Coffee Break		
10.30 – 11.45 -	IP Law and Administration in Poland		
	Local Speak	er	
11.45 13.00	"Making a Mark" – The Importance of Trademarks in Establishing a Distinct Identity in the Market Place		
	Speaker:	Mrs. Lora Kushner, Consultant, Minsk	
13.00 – 14.00	Lunch Break		
14.00 – 15.15	"Looking Good" – The Appeal of Designs in Getting Noticed by the Customer		
	Speaker:	Ms. Kristina Janusauskaite, Attorney at Law, Vilnius	
15.15 – 15.30	Tea/Coffee Break		
15.30 – 16.45	Adding Value with Geographical Indications, Certificate and collective Marks		
	Speaker:	Mrs. Lora Kushner	

## Tuesday, November 23, 2010

9.00 – 10.15	"In Confidence" – Putting in Place a Trade Secret Protection Program		
	Speaker:	Ms. Kristina Janusauskaite	
10.15 – 10.30	Tea/Coffee E	Break	
10.30 – 11.45	"Inventing the Future" – The Importance of Inventive and Innovative Activity in Maintaining Competitiveness		
	Speaker:	Mrs. Lora Kushner	
11.45 – 13.00 -	"Creative Expression" - Benefiting from your Copyright and Using the Copyright Works of Others		
	Speaker:	Ms. Kristina Janusauskaite	
13.00 – 14.00	Lunch Break		
14.00 – 15.15	Competitive Intelligence – Using Intellectual Property Information		
	Speaker:	Mr. Guriqbal Singh Jaiya	
15.15 – 15.30	Tea/Coffee Break		
15.30 – 16.45	Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising		
	Speaker:	Mrs. Lora Kushner	

# Wednesday, November 24, 2010

9.00 – 10.15	International Trade and Intellectual Property		
	Speaker:	Mrs. Lora Kushner	
10.15 – 10.30	Tea/Coffee I	Break	
10.30 – 11.45	Intangible Assets and Finance		
	Speaker:	Mr. Guriqbal Singh Jaiya	
11.45 – 13.00	Intellectual F	Property in the Digital Economy	
	Speaker:	Ms. Kristina Janusauskaite	
13.00 – 14.00	Lunch Break		
14.00 – 15.15	Case Study:	Using Intellectual Property in the [ ] Sector	
15.15 – 15.30	Tea/Coffee E	Break	
15.30 – 16.45	IP Audit		
	Speaker:	Mr. Guriqbal Singh Jaiya	

# Thursday, November 25, 2010

9.00 – 10.15	Enforcement of Intellectual Property Rights		
	Speaker: Local		
10.15 – 10.30	Tea/Coffee Break		
10.30 – 11.45	University Industry Relations		
	Speaker: Mr. Guriqbal Singh Jaiya		
11.45 – 13.00	IP Support Services for SMEs in Poland		
	Speaker: Local		
13.00– 14.00	Lunch Break		
14.00 – 15.15	Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions		
	Speaker: Guriqbal Singh Jaiya		
15.15 – 15.30	Tea/Coffee Break		
15.30 – 16.45	Open Book Test		
16.45 — 17.00	Closing		

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