

WIPO forum on IP and SMEs

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Distance learning approach applied to enhance introduction of IP-rights in management strategies of enterprises

Dr Serge Quazzotti

Centre de Veille Technologique
Centre de Recherche Henri Tudor (L)



Project in the framework of Leonardo da Vinci program, European Commission

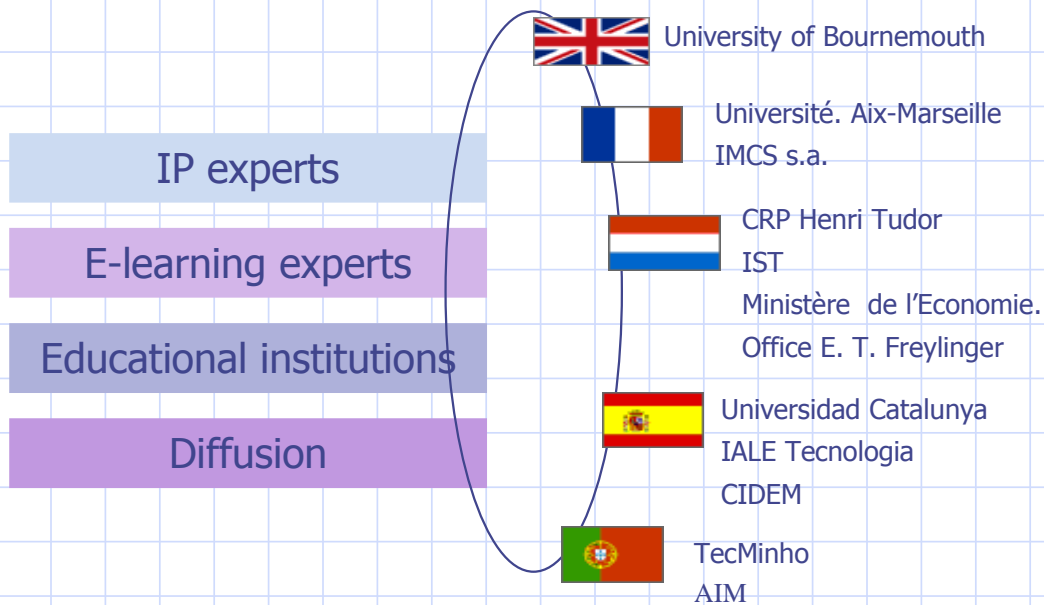


The objectives of the project

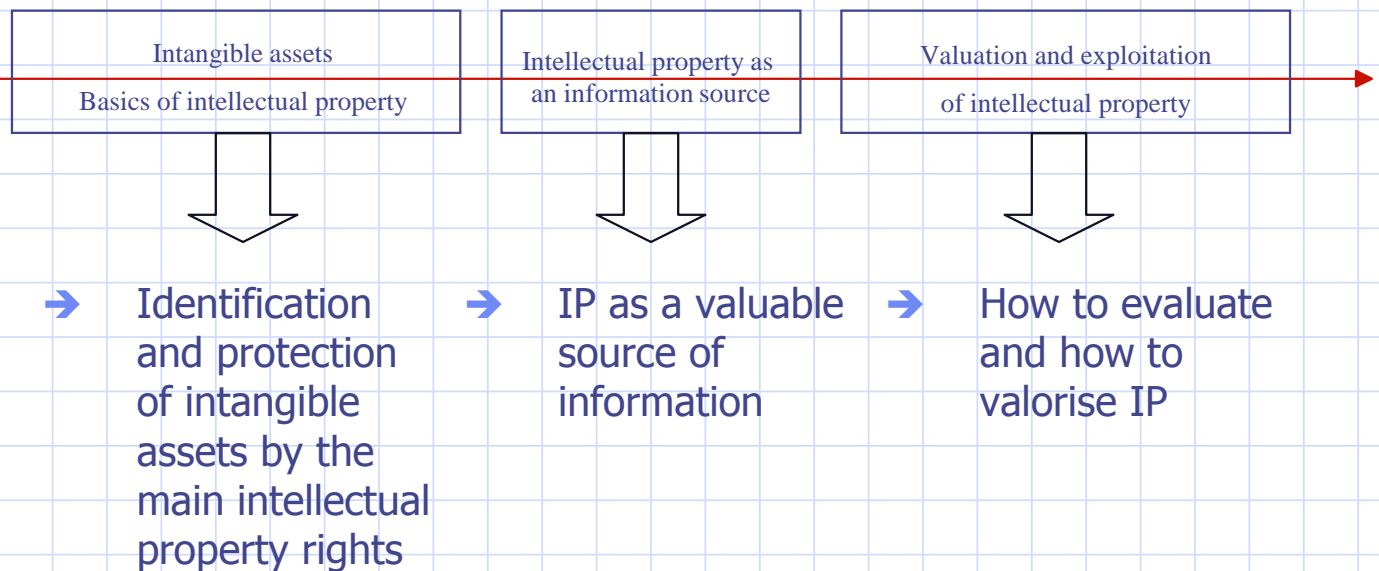
- ◆ Enhance awareness for the importance of IP-rights for enterprises
- ◆ Improve integration of IP-rights into management strategies of enterprises
- ◆ Develop an European wide applicable interactive training concept aimed at learning the basic principles of protection schemes and valorisation of intellectual property as well as to exploit available IP information for the enterprise
- ◆ Flexible training concept applicable in Universities and further education institutions
- ◆ Target public: managers and future managers of SMEs

The partnership

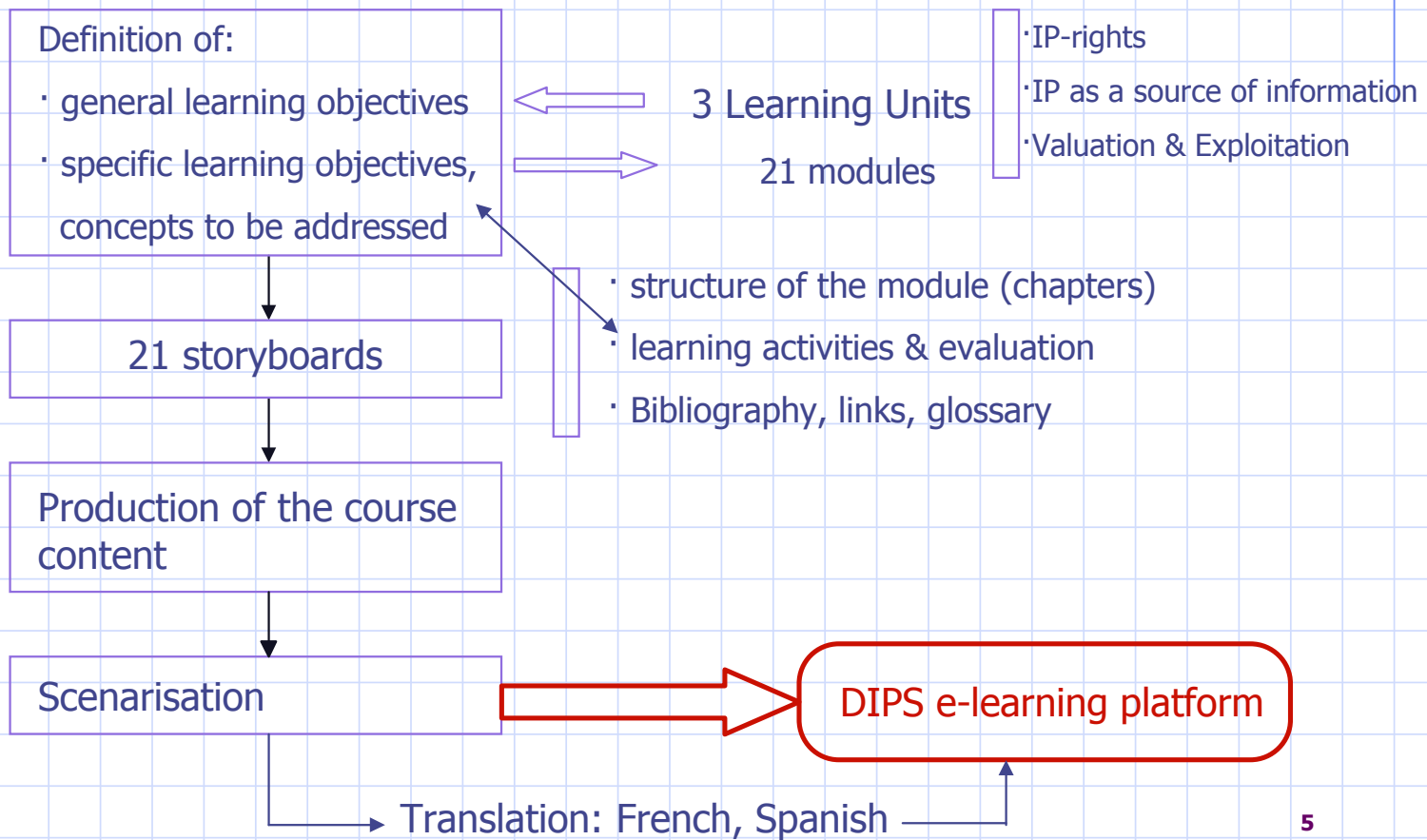
5 countries => 12 Partners



The course structure



The working method





- ◆ **Pilot experiences** (oct. 2004 – march 2005)
 - Training of tutors
 - Pilot courses organised in partner-institutions of the DIPS-project
 - Universities
 - Further education institutions

- ◆ **Diffusion of results**
 - International seminar on « Learning schemes for IP in Europe » (2005 in Luxembourg)