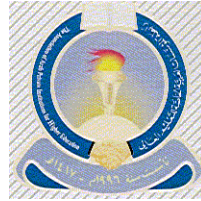




AJMAN UNIVERSITY
OF SCIENCE AND
TECHNOLOGY



ASSOCIATION OF ARAB
UNIVERSITIES



THE ASSOCIATION OF ARAB
PRIVATE INSTITUTIONS FOR
HIGHER EDUCATION



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WIPO NATIONAL SEMINAR ON INTELLECTUAL PROPERTY FOR FACULTY MEMBERS AND STUDENTS OF AJMAN UNIVERSITY

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
Ajman University of Science and Technology (AUST),
the Association of Arab Universities
and
the Association of Arab Private Institutions for Higher Education

Ajman, May 5 and 6, 2004

PROGRAM

prepared by the International Bureau of WIPO

Wednesday, May 5, 2004

9.00 - 9.30 Opening Ceremony

Welcome addresses by:

the Representative of the Ajman University of Science and
Technology

the Representative of the Director General of the
World Intellectual Property Organization (WIPO)

9.30 - 10.15 The International Protection of Industrial Property: from the Paris
Convention to the Agreement on Trade-Related Aspects of Intellectual
Property Rights (the TRIPS Agreement)

Speaker: Dr. Michael Blakeney, Director, Queen Mary Intellectual
Property Research Institute, Center for Commercial Law
Studies, University of London, London

10.15 - 11.00 Copyright and Related Rights: from the Berne Convention for the
Protection of Literary and Artistic Works to the TRIPS Agreement

Speaker: Dr. F. Willem Grosheide, Professor of Law,
Utrecht University, Netherlands

11.00 - 11.30 Coffee Break

11.30 - 12.15 The Use and Protection of Patents and Trademarks in the Market Place

Speaker: Dr. Michael Blakeney

12.15 - 13.00 The Importance of Teaching and Training in the Field of Intellectual
Property at Universities

Speaker: Dr. F. Willem Grosheide

13.00 – 13.45 Objectives and Activities of the Economic Development Program of WIPO
in the Arab Region

Speaker: Ms. Luma Hamdan, Consultant, Economic Development Bureau
for Arab Countries, WIPO

Thursday, May 6, 2004

- 9.00 - 9.45 The Economic Importance of Intellectual Property
- Speaker: Mr. Sherif Saadallah, Executive Director, Economic
Development Bureau for Arab Countries, WIPO
- 9.45 - 10.30 Enforcement of Intellectual Property Rights: Challenges, Remedies and
Public Awareness
- Speaker: Dr. Michael Blakeney
- 10.30 - 11.00 Coffee Break
- 11.00 - 11.45 The Economic Consequences of Counterfeiting and Software Piracy
- Speaker: Mr. Nasser Ali Khasawneh, Regional Counsel for Middle East
and North Africa, Business Software Alliance (BSA), Dubai
- 11.45 - 12.30 Intellectual Property on the Internet: Opportunities and Challenges for
Creators, Business and the Public
- Speaker: Dr. F. Willem Grosheide
- 12.30 - 13.15 Intellectual Property, Traditional Knowledge and Genetic Resources:
Policy, Law and Current Trends
- Speaker: Dr. Michael Blakeney
- 13.15 - 13.30 Closing Ceremony

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