



INTELLECTUAL PROPERTY PROTECTION DIRECTORATE
MINISTRY OF INDUSTRY AND TRADE



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/AMM/14/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: APRIL 14, 2014

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)

in cooperation with
the Intellectual Property Protection Directorate, Ministry of Industry and Trade

Amman, Jordan, June 23 to 26, 2014

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

Monday, June 23, 2014

- 8.30 – 9.00 Opening Ceremony
- 9.00 – 9.45 **Topic 1:** **Introduction to the World Intellectual Property Organization (WIPO) and its Small and Medium-sized Enterprises (SMEs) Section; Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs**
- Speaker: Mrs. Lien Verbauwheide, Senior Program Officer, SMEs Section, WIPO
- Resources: Module One of IP PANORAMA
- 9.45 – 10.45 **Topic 2:** **“Looking Good” – The Role of Industrial Designs in Branding**
- Speaker: Dr. Pierre El Khoury, Professor, University La Sagesse, Beirut, Lebanon
- Resources: Module Two of IP PANORAMA
- “Looking Good” – An Introduction to Industrial Designs for Small and Medium-sized Enterprises
- 10.45 – 11.00 Tea/Coffee Break
- 11.00 – 12.00 **Topic 3:** **“Making a Mark” – The Role of Trademarks in Branding**
- Speaker: Mrs. Lien Verbauwheide
- Resources: Module Two of IP PANORAMA
- “Making a Mark” – An Introduction to Trademarks for Small and Medium-Sized Enterprises
- 12.00 – 13.00 **Topic 4:** **“Creative Expression” – Benefiting From Your Copyright and Using the Copyright Works of Others in Your Business**
- Speaker: Dr. Pierre El Khoury
- Resources: Module Five of IP PANORAMA
- “Creative Expression” – An Introduction to Copyright for Small and Medium-Sized Enterprises

Tuesday, June 24, 2014

- 09.00 – 9.45 **Topic 5:** **“In Confidence” – Putting in Place a Trade Secret Protection Program in an SME**
- Speaker: Mrs. Lien Verbauwhede
- Resources: Module Four of IP PANORAMA
- 9.45 – 10.45 **Topic 6:** **Managing Intellectual Property Assets in International Business**
- Speaker: Dr. Pierre El Khoury
- Resources: Module Nine of IP PANORAMA
- 10.45 – 11.00 Tea/Coffee Break
- 11.00 – 12.00 **Topic 7:** **Role of IP Management in Effective Government-University/Research Institutes-Industry Relations**
- Speaker: Dr. Hanan Sboul SG, Jordanian Association of Pharmaceutical Manufacturers & Medical Appliances
- 12.00 – 13.00 **Topic 8:** **Case Studies of Effective IP Asset Management by SMEs in Jordan**
- Speaker: Local speaker(s) from Jordan

Wednesday, June 25, 2014

- 09.00 – 10.00 **Topic 9:** **“Inventing the Future” – The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace**
- Speaker: Dr. Christian Helmers, Department of Economics, University of Oxford
- Resources: Module Three of IP PANORAMA
- “Inventing the Future” – An Introduction to Patents for Small and Medium-Sized Enterprises
- 10.00 – 11.00 **Topic 10:** **Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising**
- Speaker: Dr. Pierre El Khoury
- Resources: Modules Seven and Twelve of IP

This program will be uploaded at http://www.wipo.int/sme/en/activities/activities_2014.html

PANORAMA

Exchanging Value – Negotiating
Technology Licensing Agreements – A
Training Manual

11.00 – 11.15 Tea/Coffee Break

11.15 – 12.00 **Topic 11:** **Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information**

Speaker: Dr. Christian Helmers

Resources: Module Six of IP PANORAMA

12.00 – 13.00 **Topic 12:** **Round Table Discussions: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Jordan**

Moderator: Representative from the IPPD, Jordan

Discussants: Representatives of SME Support
Institutions in the Syrian Arab Republic,
Dr. Pierre El Khoury and Dr. Christian
Helmers

Thursday, June 26, 2014

09.00 – 10.00 **Topic 13:** **IP and Finance: Accounting and Valuation of IP Assets; IP-based Financing**

Speaker: Dr. Christian Helmers

Resources: Module Eleven of IP PANORAMA

10.00 – 11.00 **Topic 14:** **Intellectual Property in the Digital Economy**

Speaker: Dr. Christian Helmers

Resources: Module Eight of IP PANORAMA

11.00 – 11.15 Tea/Coffee Break

11.15 – 12.15 Written Test (open book) for Evaluation of Participants

12.15 – 13.00 Summing up and Closing Ceremony

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