



Departamento Nacional de Planeación



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/BOG/14
ORIGINAL: ENGLISH
DATE: NOVEMBER 7, 2014

Training of the 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 Departamento Nacional de Planeación (DNP)

Bogota, Colombia, November 24 to 26, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, November 24, 2014

- 9.30 – 9.45 Opening Ceremony
- Welcome addresses by:
- The Representative of the Departamento Nacional de Planeación (DNP)
- The Representative of the World Intellectual Property Organization (WIPO), Geneva
- 9.45 – 10.30 **Topic 1**
Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs
- Speaker: Mr. Anil Sinha, Head, Small and Medium-sized Enterprises (SMEs) Section, Innovation Division, World Intellectual Property Organization (WIPO), Geneva
- Resource: Module One of IP PANORAMA
- 10.30 – 10.45 Tea/Coffee Break
- 10.45 – 11.30 **Topic 2**
The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace
- Speaker: Prof. James C. Conley, Clinical Professor of Technology, Kellogg School of Management, United States of America
- Resources: Module Two of IP PANORAMA
- “Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprise”
- 11.30 – 12.15 **Topic 3**
The Appeal of Designs in Getting Noticed by the Customer
- Speaker: Prof. James C. Conley
- Resources: Module Two of IP PANORAMA
- “Looking Good”
- 12.15 – 13.30 Lunch Break

- 13.30 – 14.15 **Topic 4**
Building a Competitive Edge: Protecting Inventions by Patents and Utility Models
- Speaker: Mr. Anil Sinha
- Resources: Module Three of IP PANORAMA
- “Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises”
- 14.15 – 15.00 **Topic 5**
Benefitting from your Copyright and Using the Copyright Works of Others in your Business
- Speaker: Ms. Catalina Atehortúa García, Director Intellectual Property, Tecnova, Medellin, Colombia
- Resources: Module Five of IP PANORAMA
- “Creative Expression – An Introduction to Copyright for Small and Medium-Sized Enterprises
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 16.00 **Topic 6**
Putting in Place a Trade Secret Protection Program
- Speaker: Dr. Carlos Téllez Martínez, Director, Vinculación y Desarrollo, Escuela de Ingeniería, Arquitectura y Salud, Tecnológico de Monterrey, Campus Guadalajara, Mexico
- Resources: Module Four of IP PANORAMA
- Tuesday, November 25, 2014
- 9.30 – 10.15 **Topic 7**
Shaping Business Strategy Through Competitive Intelligence – Strategic Use of IP Information – Practical Exercise
- Speaker: Dr. Carlos Téllez Martínez
- Resource: Module Six of IP PANORAMA
- 10.15 – 10.30 Tea/Coffee Break

10.30 – 11.15

**Topic 8
IP Negotiation**

Speaker: Mrs. Catalina Atehortúa García

Resource:

11.15 – 12.00

**Topic 9
Collective Marketing: Adding Value through Geographical
Indications, Certification Marks and Collective Marks**

Speaker: Mr. Luis Fernando Samper, President OriGin and
Director of Intellectual Property for the National
Federation of Coffee Growers of Colombia (FNC),
Bogota

12.00 – 13.30

Lunch Break

13.30 – 14.15

**Topic 10
Exploiting IP Assets: Overview of Licensing, Franchising and
Merchandising**

Speaker: Prof. James Conley

Resources: Modules Seven and Twelve of IP PANORAMA

14.15 – 15.00

**Topic 11
Case Studies: Effective Use of IP Assets by SMEs in their
Business Strategies**

Speaker: Prof. James Conley

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.00

**Topic 12
Managing IP Issues in International Business**

Speaker: Mr. Anil Sinha

Resource: Module Nine of IP PANORAMA

Wednesday, November 26, 2014

- 9.30 – 10.15 **Topic 13**
IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing
- Speaker: Dr. Carlos Téllez Martínez
- Resource: Model Eleven of IP PANORAMA
- 10.15 – 10.30 Tea/Coffee Break
- 10.30 – 11.15 **Topic 14**
IP Law and Administration in Colombia
- Speaker: Local Speaker (TBD)
- 11.15 – 12.00 **Topic 15**
Role of IP Management in Effective Government - University/Research Institutes -Industry Relations
- Speaker: Mrs. Catalina Atehortúa García
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.15 **Topic 16**
Enforcing IP Rights in Colombia
- Speakers: Local Speaker (TBD)
- 14.15 – 15.00 **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Colombia**
- Moderator: Representative of the DNP
- Discussants: Mr. Anil Sinha
 International and Local Speakers
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 16.15 Written Test (open book) for Evaluation of Participants
- 16.15 – 16.30 Summing up and Closing Ceremony