



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/DUB/15/INF/1 PROV.
ORIGINAL: ENGLISH
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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)
the Ministry of Economy, Government of United Arab Emirates,
the Emirates Intellectual Property Association (EIPA), and
Dubai SME

Dubai, August 16 to 18, 2015

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Sunday, August 16, 2015

8.45 – 9.15

Opening Ceremony

Welcome addresses by:

The Representative of the Emirates Intellectual Property Association (EIPA), Dubai

The Representative of the Dubai SME, Dubai Department of Economic Development, Dubai

The Representative of the World Intellectual Property Organization (WIPO), Geneva

9.15 – 10.00

Topic 1

Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs

Speaker: Ms. Najmia Rahimi, Senior Program Officer, SMEs and Entrepreneurship Support Division (SESD), WIPO

Resources: Module One of IP PANORAMA

10.00 – 10.30

Tea/Coffee Break

10.30 – 11.15

Topic 2

“Making a Mark” – The Role of Trademarks in Branding:

Speaker: Ms. Najmia Rahimi

Resources: Module Two of IP PANORAMA

11.15 – 12.00

Topic 3

“Looking Good” – The Role of Design in Branding:

Speaker: Mr. Pierre El Khoury, Professor, University La Sagesse, Beirut

Resources: Module Two of IP PANORAMA

12.00 – 12.45

Topic 4

“Inventing the Future” – The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace:

Speaker: Mr. Arvind Viswanathan Director – IP Analytics
Legal Advantage, LLC, Bangalore

Resources: Module Three of IP PANORAMA

12.45 – 13.15

Tea/Coffee Break

Topic 5

13.15 – 14.00

“In Confidence” – Putting in Place a Trade Secret Protection Program in an SME:

Speaker: Ms. Najmia Rahimi

Resources: Module four of IP PANORAMA

14.00 – 14.45

Topic 6

“Creative Expression – An Introduction to Copyright for Small and Medium-Sized Enterprises:

Speaker: Mr. Pierre El Houry

Resources: Module Five of IP PANORAMA

Monday, August 17, 2015

9.00 – 10.00

Topic 7

**Shaping Business Strategy Through Competitive Intelligence –
Strategic Use of Intellectual Property Information – Practical
Exercise**

Speaker: Mr. Pierre El Khoury

Resource: Module Six of IP PANORAMA

10.00 – 10.30

Tea/Coffee Break

10.30 – 11.15

Topic 8

Intellectual Property in the Digital Economy

Speaker: Mr. Arvind Viswanathan

Resource: Module Eight of IP PANORAMA

11.15 – 12.00

Topic 9

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

Speaker: Mr. Pierre El Khoury

12.00 – 12.45

Topic 10

**Exploiting Intellectual Property Assets: Overview of Licensing,
Franchising and Merchandising**

Speaker: Mr. Arvind Viswanathan

Resources: Modules Seven, Twelve and Thirteen of IP
PANORAMA

12.45 – 13.15

Tea/Coffee Break

13.15 – 14.15

Topic 11

IP Law and Administration in the United Arab Emirates

Speaker: Local speaker from UAE

14.15 – 15.00

Topic 12

Intellectual Property Issues in International Business

Speaker: Ms. Najmia Rahimi

Resource: Module Nine of IP PANORAMA

Tuesday, August 18, 2015

9.00 – 10.00

Topic 13

IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing

Speaker: Mr. Arvind Viswanathan

Resource: Model Eleven of IP PANORAMA

10.00 – 10.30

Tea/Coffee Break

10.30 – 11.15

Topic 14

Enforcing Intellectual Property Rights in the United Arab Emirates

Speaker: Local Speaker from UAE

11.15 – 12.00

Topic 15

IP Asset Management: IP Audit and IP Due Diligence

Speaker: Mr. Pierre El Khoury

Resource: Module Ten of IP PANORAMA

- 12.00 – 13.00 **Topic 16**
- Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies**
- Speakers: Mr. Arvind Viswanathan
- Mr. Pierre El Khoury
- 13.00 – 13.30 Tea/Coffee Break
- 13.30 – 14.30 **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in the United Arab Emirates**
- Moderator: Emirates Intellectual Property Association (EIPA)
- Discussants: Ms. Najmia Rahimi
- International and Local Speakers
- 14.30 – 15.30 Written Test (open book) for Evaluation of Participants
- 15.30 – 15.45 Summing up and Closing Ceremony

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