



STATE ORGANIZATION
FOR REGISTRATION OF
DEEDS AND PROPERTIES
OF THE JUDICIARY OF THE
ISLAMIC REPUBLIC OF
IRAN



PARADIS PARK OF
SCIENCE AND
TECHNOLOGY



ISLAMIC REPUBLIC OF
IRAN
MINISTRY OF FOREIGN
AFFAIRS



TRAINING OF TRAINERS WORKSHOP

WIPO/SMES/THR/15/INF/3 PROV
ORIGINAL: ENGLISH
DATE: JUNE 1, 2015

National Workshop on Intellectual Property Management in Business for Small and Medium-Sized Enterprises (SMEs)

Organized by
the World Intellectual Property Organization (WIPO)

in cooperation with

the National Centre of Industrial Property, Government of the Islamic Republic of Iran
the Paradis Park of Science and Technology
and
the Ministry of Foreign Affairs, Government of the Islamic Republic of Iran

Tehran, June 8 to 10, 2014

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

Monday, June 8, 2015

8.00 – 9.00

Registration

9.00 – 9.30

Opening Ceremony

Welcome Addresses by:

The representative of the National Centre of Industrial Property

The representative of the Pardis Park of Science and Technology

The representative of the Ministry of Foreign Affairs, Government of the Islamic Republic of Iran

The representative of the World Intellectual Property Organization (WIPO)

9.30 – 10.15

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, SMEs and Entrepreneurship Support Division, World Intellectual Property Organization (WIPO), Geneva

Resource: Module One of IP PANORAMA

10.15 – 10.45

Tea/Coffee Break

10.45 – 11.30

Topic 2

The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace

Speaker: Local speaker (TBD)

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

Resources: Module Two of IP PANORAMA

“Looking Good”

12.15 – 13.45

Break

13.45 – 14.30

Topic 4

Building a Competitive Edge: Protecting Inventions by Patents and Utility Models

Speaker: Mr. Matthias Kuhn, Senior Licensing Officer and INNOGAP proof-of-concept Fund Manager, Unitec, Technology Transfer Office, University of Geneva, Switzerland

Resources: Module Three of IP PANORAMA

“Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises”

14.30 – 15.15

Topic 5

Benefitting from your Copyright and Using the Copyright Works of Others in your Business

Speaker: Mr. Pierre El Khoury

Resources: Module Five of IP PANORAMA

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

15.15 – 15.45

Tea/Coffee Break

15.45 – 16.30

Topic 6

Putting in Place a Trade Secret Protection Program

Speaker: Mr. Anil Sinha

Resources: Module Four of IP PANORAMA
“In Confidence”

Tuesday, June 9, 2015

9.00 – 10.00

Topic 7

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

Speaker: Mr. Matthias Kuhn

Resource: Module Six of IP PANORAMA

10.00 – 10.45

Topic 8

Intellectual Property in the Digital Economy

Speaker: Mr. Pierre El Khoury

Resource: Module Eight of IP PANORAMA

10.45 – 11.15

Tea/Coffee Break

11.15 – 12.00

Topic 9

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

Speaker: Mr. Anil Sinha

12.00 – 13.30

Break

13.30 – 14.30

Topic 10

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

Speaker: Mr. Matthias Kuhn

Resources: Modules Seven and Twelve of IP PANORAMA

14.30 – 15.15 **Topic 11**
IP Law and Administration in the Islamic Republic of Iran

Speaker: Local speaker (TBD)

15.15 – 15.45 Tea/Coffee Break

15.45 – 16.30 **Topic 12**
Intellectual Property Issues in International Business

Speaker: Mr. Anil Sinha

Resource: Module Nine of IP PANORAMA

Wednesday, June 10, 2015

9.00 – 9.45 **Topic 13**
IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing

Speaker: Mr. Pierre El Khoury

Resource: Module Eleven of IP PANORAMA

9.45 – 10.30 **Topic 14**
The Interface between Universities, Public Research Institutions and SMEs

Speakers: Mr. Matthias Kuhn and Local speaker

10.30 – 11.00 Tea/Coffee Break

11.00 – 11.45 **Topic 15**
IP Asset Management: IP Audit and IP Due Diligence

Speaker: Mr. Pierre El Khoury

Resource: Module Ten of IP PANORAMA

11.45 – 12.30

Topic 16

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

Speakers: Mr. Matthias Kuhn

Mr. Pierre El Houry

12.30 – 14.00

Break

14.00 – 15.00

Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in the Islamic Republic of Iran

Moderator: Mr. Anil Sinha

Discussants: International and Local Speakers

15.00 – 16.00

Written Test (open book) for Evaluation of Participants

16.00 – 16.15

Summing up and Closing Ceremony

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