

Development and Offering of Distance Learning Courses: The Perspective of Developing Countries



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1. Overview

- Vietnamese IP system:

- *History*: 30 years of development, began in 1981 with the Decree 31/CP on invention and innovation; the IP Office established in 1982;
- *Legal framework*: the first comprehensive IP Law in 2005, revised in 2009; guided by a number of Government Decrees and Ministerial Circulars;
- *IP Administration system*: 3 State management agencies at central level (NOIP, COV, PVPO) and Provincial Departments;
- *IP enforcement system*: Courts, Customs, Market Control Management; Polices; Specialized Inspectorates;
- *Education and Training System*: NOIP research and training centre, Universities and Institutions;
- *IP Supporting system*: Patent Attorney Agents; IP Associations, etc.



1. Overview (Cont'd)

The National Office of Intellectual Property of Vietnam (NOIP):

- *Organization*: 14 divisions (including 3 patent divisions, 2 trademarks division and 11 design division), 3 centers and 2 Branch Offices (in DaNang and Ho Chi Minh City);
- *Services*:
 - State management of industrial properly;
 - IP Legislation and Policies development;
 - IPR Registration (patents, trademarks; designs, GIs, IC);
 - IP Research and Training;
 - IP Supporting and Consultation;
 - IP Information Services;
 - IP International Cooperation;
 - IP Enforcement and Appeal

2. Research and Training Center of NOIP



- Established in 2004, with 7 staff;
- Main functions: conducting researches & trainings of IP, focusing on training government staffs, businessmen, trainers, etc.,
- Achievements in 2010: 01 professional courses (35 trainees); 5 training courses for 178 NOIP's staff; 33 training courses for administration and enforcement staffs; two courses on WIPO - DL101 in Vietnamese language (502 subscribers); 9 seminars/workshops in various IP issues (635 participants), etc.

2. Research and Training Center of NOIP (Cont'd)



- *Target Audiences:*
 - + professional trainings: patent attorneys, IP managers of companies etc.
 - + short-term training courses: administration and enforcement staffs (including NOIP' staff); businessmen, scientists, inventors, etc;
 - + WIPO DL courses: for everyone
 - + Training methods: Face to face (almost); distance learning (in cooperation with WIPO).

3. Development and Offering of DL Courses - Phased Approach



- *DL-101VN: with the assistance of and cooperation with WIPO Academy*

Phase I: Selection of appropriate course

- + DL101: general course
- + target audience: general public, including students, lawyers, businessmen etc,
- + Technology: Moodle
- + Funding for translation of material etc.,

3. Development and Offering of DL Courses



- *DL-101VN: with the assistance of and cooperation with WIPO Academy*

Phase II: Procuring the learning management system and training the administrator of this system

Phase III: Course management planning building tutorial teams, administration teams and other institutional arrangements

3. Development and Offering of DL Courses



- *DL-101VN: with the assistance of and cooperation with WIPO Academy*

Phase IV: Training of trainers and course administrators

- Apply WIPO Academy IP tutor Guide
- Apply WIPO Academy IP course administration Guide
- Anticipate and resolve difficulties to find language specific resources
- Prepare an evaluation system
- Prepare course schedule

3. Development and Offering of DL Courses



- *DL-101VN: with the assistance of and cooperation with WIPO Academy*

Phase V: Launching the course



D.G. Francis Gurry and D.G. Trần Việt Hùng at DL101VN Launching Ceremony (19 Jan. 2010)

3. Development and Offering of DL Courses



- *DL-101VN*

- + With the assistance of WIPO (copyright, materials translated in to Vietnamese; training administrators and tutors etc.)
- + Launched in January 2010 (by DG Francis Gurry and DG Tran Viet Hung)
- + 1st (2010): 170 subscribers; 75 took final exam and 64 certified
- + 2nd (2010): 332 subscribers; 128 took final exam and 105 certified
- + 3rd (2011): 185 subscribers;
- + 4th (2011): to be enrolled in September 2011

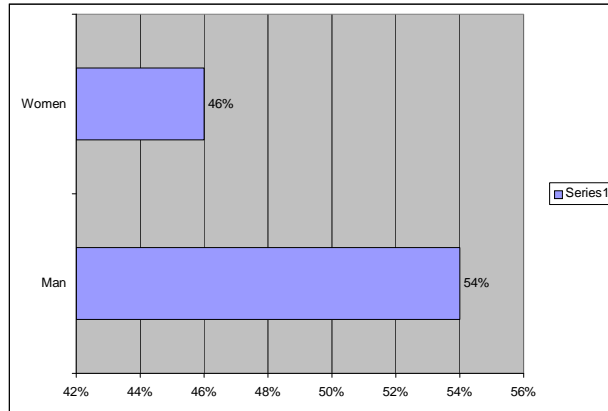
3. Development and Offering of DL Courses



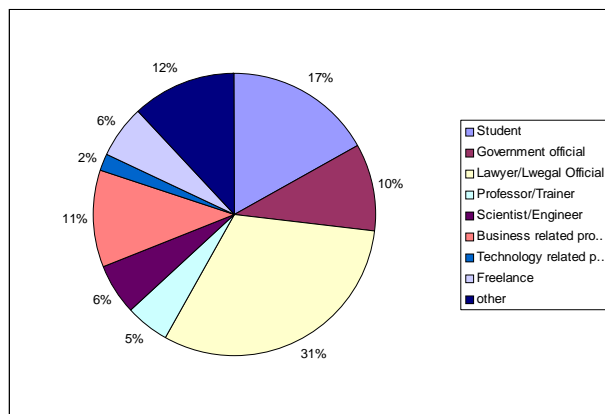
- *DL-101VN (cont'd)*

- + Response to organizer: actively, almost would like to participate in advance courses and keep relationship with NOIP
- + Forum: actively participated and useful
- + Q&A: 1st Session : 81 questions

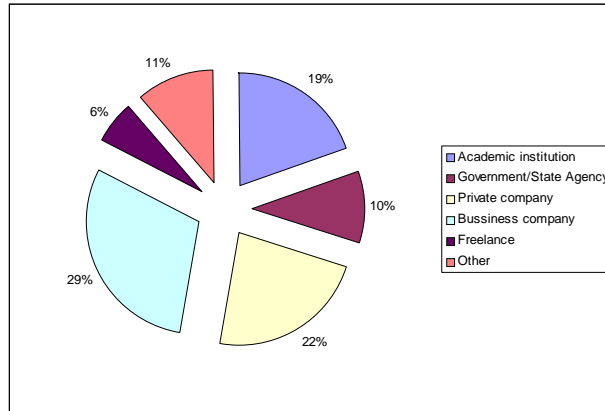
Evaluation Report - Gender



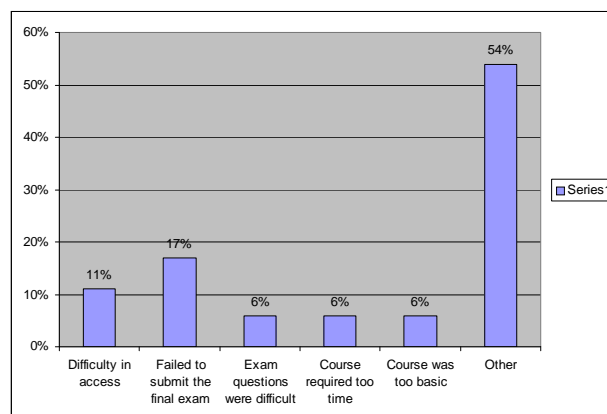
Please indicate the category to which you belong?



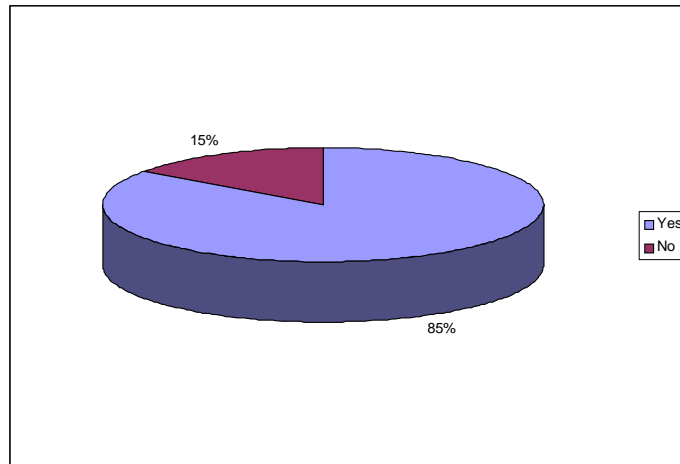
Indicate the type of institution you work for?



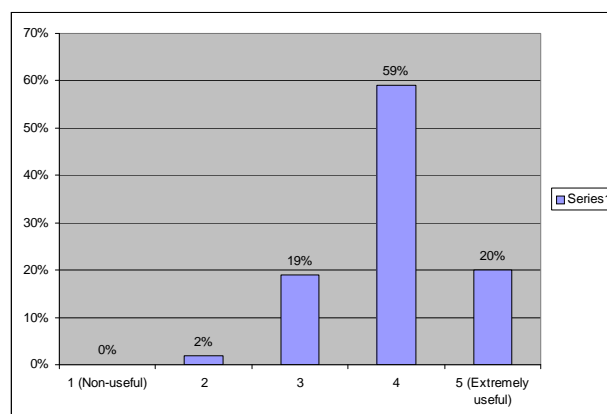
If you did not complete the course, please indicate the reason why?



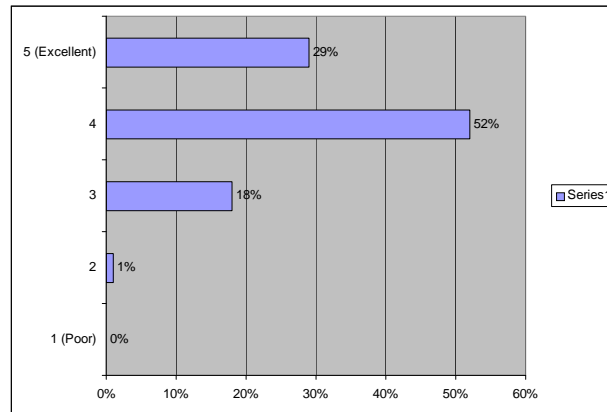
Did this course meet your personal objectives for enrolling?



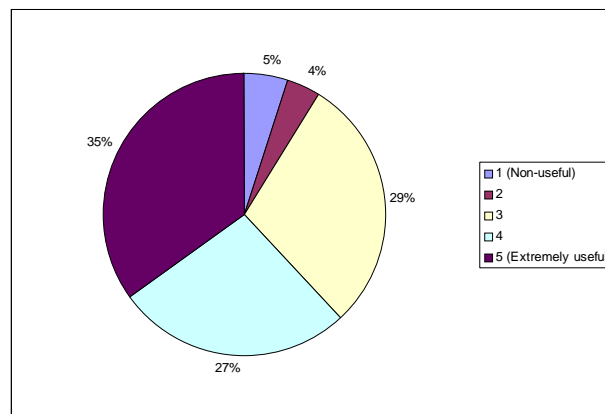
How would you rate the content of the course?



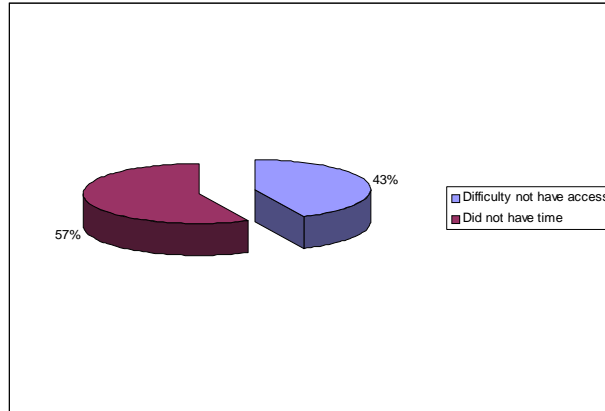
How useful were the self-assessment questions to your understanding of the subject matter? Express your rating from 1(least useful) to 5 (extremely useful)



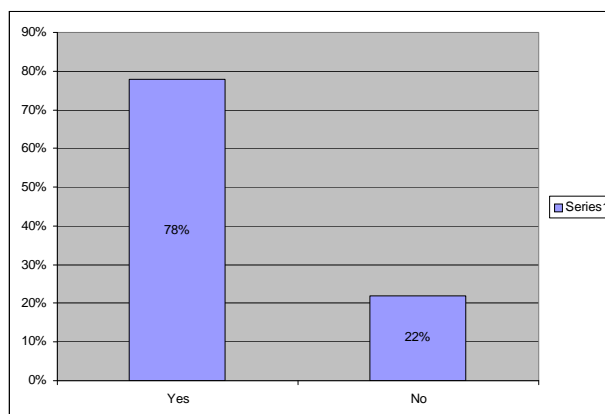
If you were able to listen to the audio segment, were the audio segment useful to your understanding of the subject matter? Express your rating from 1 (least useful) to 5 (extremely useful)



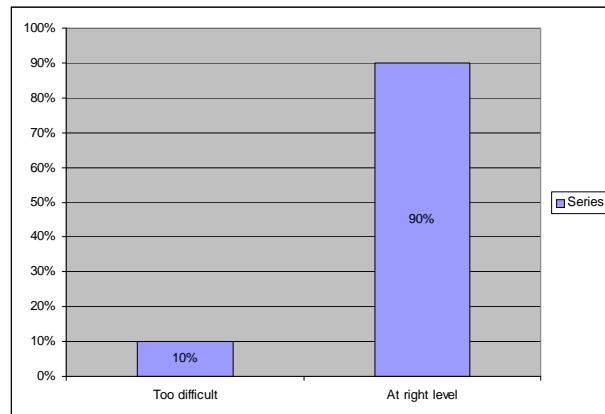
If you were not able to listen to the audio segment, please indicate the reasons why?



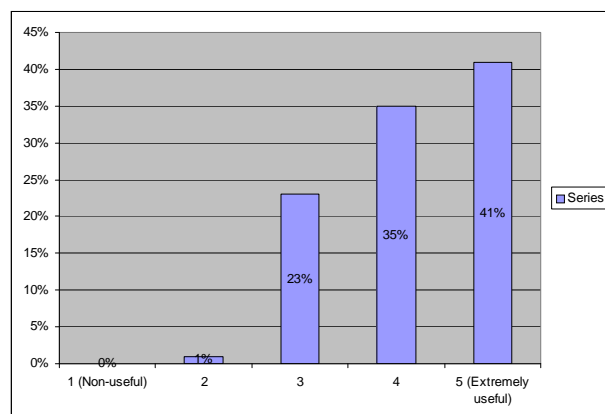
Did you read the transcript?



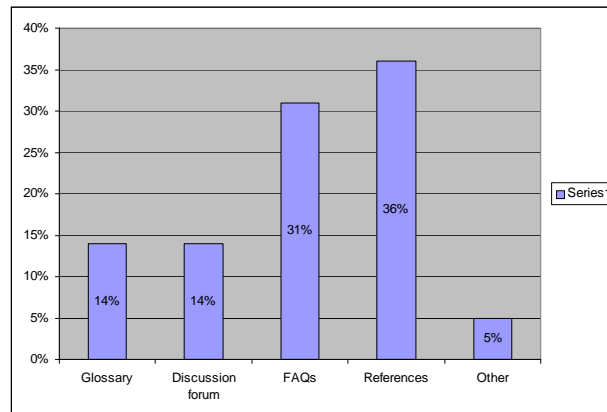
How did you find the end of model tests?



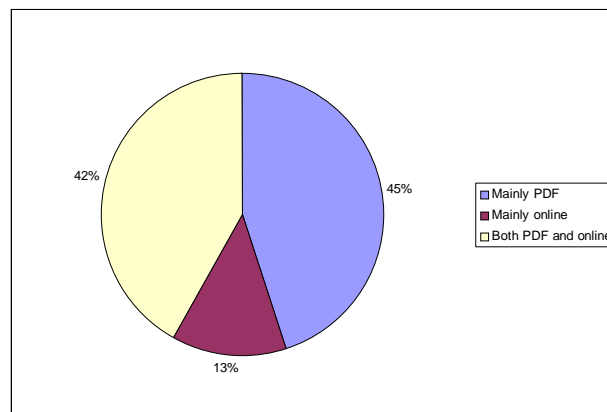
How useful were the summary to your understanding of the subject matter?



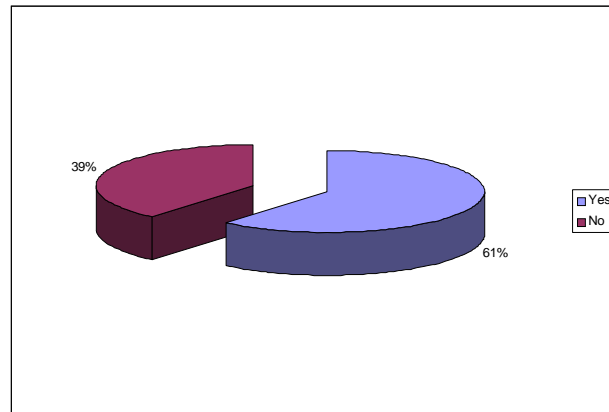
Which of the following learning tools provided in the course did you use the most?



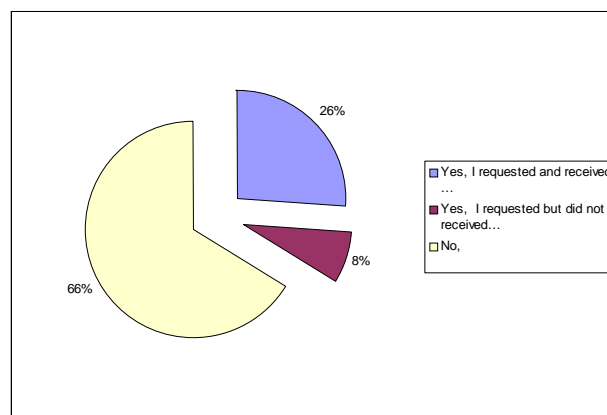
What was your preferred mode of access to the study materials?



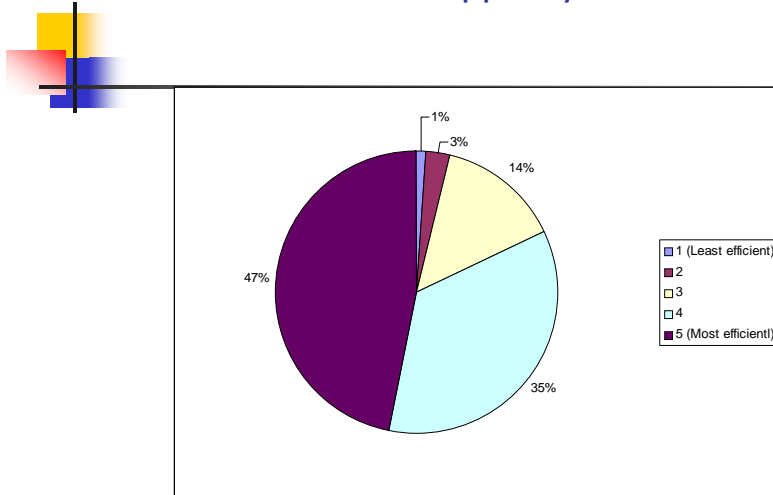
Have you needed tutorial assistance during the course?



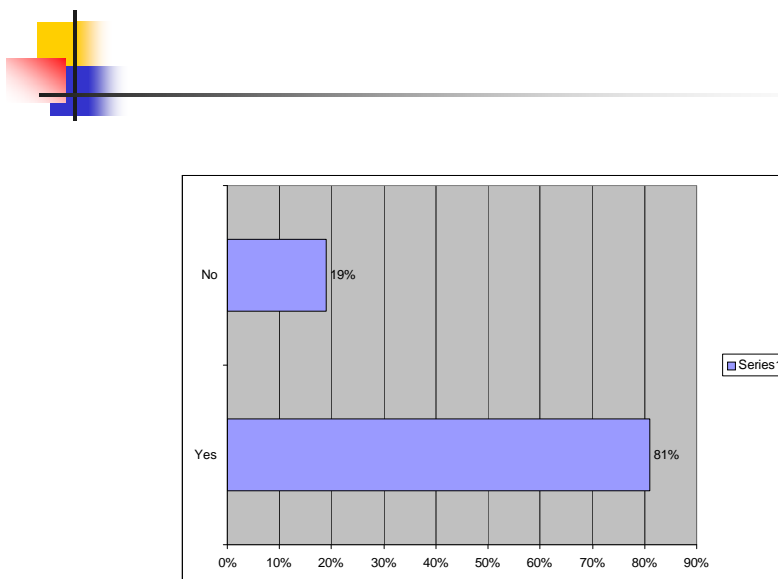
Did you contact the course administrator seeking tutorial assistance? Did you receive any feedback to your request?



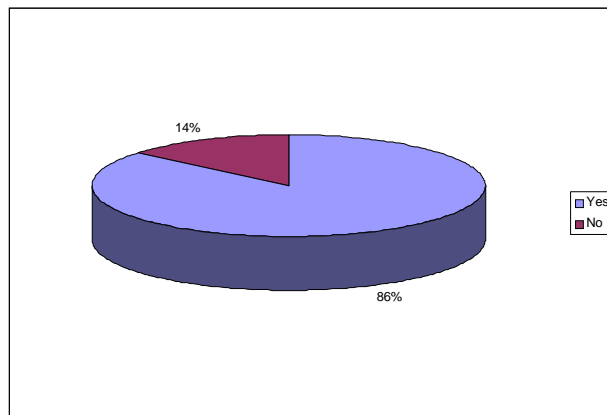
If you received tutorial support, how would you rate the overall tutorial support you received?



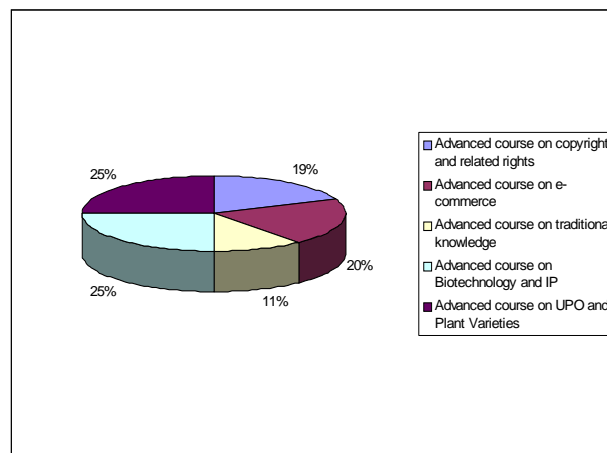
Did you complete the final exam?



Did the final exam test the knowledge you gained in this course?



Do you plan to enroll in other NOIP courses to further your knowledge in IP? If so, which one?



3. Development and Offering of DL Courses



- Developing other courses - schedule

- + DL-101 on Vietnam's IP system: 2011 - 2012
- + Advance course on Trademarks and GIs (with assistance from WIPO Academy): 2011
- + Course on Patent Information: 2011

4. Perspective of Developing Countries



- Situation:

- + Lack of resources (trainers, financial resources, facilities,..);
 - + Lack of trainers and expertise in IP;
 - + Lack of IP awareness of the society;
- ⇒ E- Learning could be good one to overcome the above challenges, of courses, with the cooperation among IPOs in IP education and training, including assistance of WIPO, JPO etc., are necessary;

Thank you very much for your attention!



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