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# **Defining Target Groups**

- Defining the target audience:
  - Technical staff (e.g patent and trademark examiners)
  - Senior staff of IPO
  - Government officials from relevant Ministries
  - Policy/decision makers
- Defining the objectives and expected results

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# Defining Proper Level(s)

- > Intermediate
- > Advanced
- > Specialized

#### Intermediate level

- Interregional Intermediate Seminar on Industrial Property
- Interregional Intermediate Seminar on Copyright and Related Rights

#### Main Features:

- DL as a prerequisite
- Theoretical training, Geneva
- Practical training, partner IP office

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#### Advanced level

- WIPO-Sweden Advanced Training Course on Industrial Property in the Global Economy
- WIPO-Sweden Advanced Training Course on Copyright and Related Rights in the Global Economy
- WIPO-Norcode Advanced Training Program on Management of Copyright and Related Rights in the Global Economy

#### Main Features / Four phases:

- Preparatory phase (identification of a national project)
- Course in Sweden/Norway
- Implementation of project (home country)
- Follow-up session (developing country)

#### Specialized courses

- WIPO-CIPO Executive Workshop on the Application of Management Techniques in the Delivery of IP Services
- WIPO-NIPO Training Course on Patents
- WIPO-NIPO Training Course on Trademarks
- WIPO-OAPI Workshop on IP for Researchers
- WIPO/OEPM/EPO Seminar on Coordinated Patent Examination Procedures

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### **Methodologies**

- Face to face:
  - Theoretical approach
  - Practical training
- Distance learning as a new tool of education
- Distance learning as a pre-requisite to participate in WIPO Academy courses:
  - Enabling more case studies
  - Group discussions introduced
- Distance learning as part of university curriculum
- Follow-up sessions + national projects

#### Summer School:

- Interdisciplinary
- Same curriculum
- Same teaching methodology:
  - DL 101 integral part of the curriculum
  - Lectures (issues-oriented approach)
  - Simulation exercises
  - Case studies
  - Moot court
  - Group discussions
- Two week course
- Online registration + fee payment

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# **THANK YOU**