

**Training for Technology and Innovation Support
Centre (TISC) Staff: The Role of Start- Up
Academies
Geneva, April 26-29, 2011**

Altaye Tedla
Head, Distance Learning Program
WIPO Academy



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Distance Learning Program

13 courses from 1999(8)- 2010: 200,000 participants

- DL 001 – Intellectual Property Primer
- 101PCT – General Primers - Introduction to the Patent Cooperation Treaty
- DL 101 – General Course on Intellectual Property

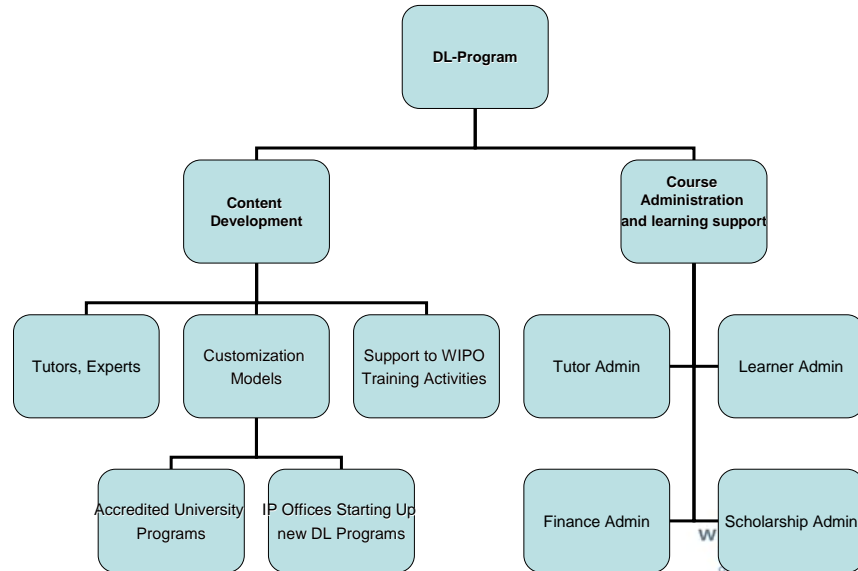
- DL 201 – Copyright and Related Rights
- DL 202 – Electronic Commerce IP
- DL 204 – Biotechnology and Intellectual Property
- DL 205 – Plant Variety Protection -UPOV Convention

- DL 301 – Patents
- DL-302 – Trademarks
- DL-317 – Arbitration and Mediation Procedure under the WIPO Rules
- DL-318 – Patent Information Search
- DL-320 – Basics of Patent Drafting

- DL-450- Basics on IP Management (pilot run)
- DL-401- IP Management for publishers (Licensing in the Copyright Industry)

Using eLearning as a Reinforcement to Training in Patent Search

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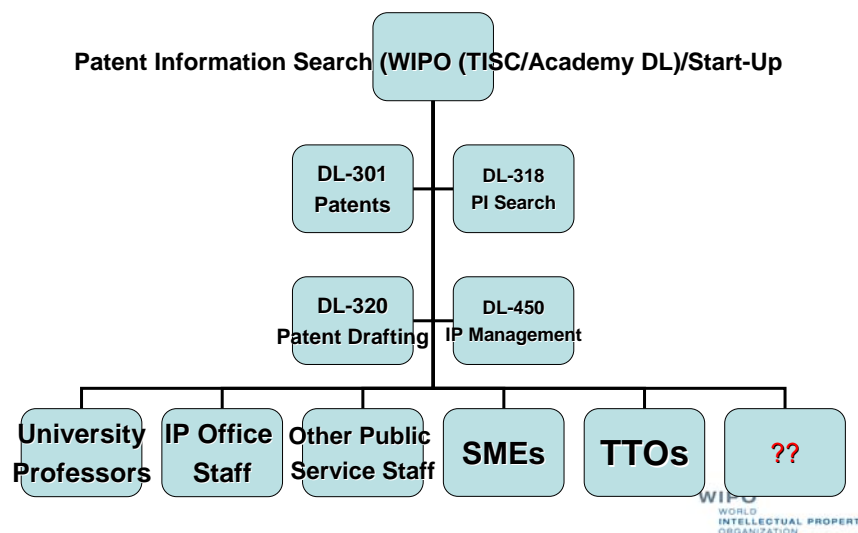


Objectives

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- Preparation of participants for face-to-face training on patent search, patent drafting, IP management, patent information search
- Course design is guided by WIPO TISC team
 - To reinforce knowledge already exiting
 - To develop new knowledge
 - To create basic and advanced knowledge
 - To expose participants to the use of patent information from various practitioners who act as tutors
 - To create a level of homogeneous knowledge among participants
 - To maximize the effect of TISC training
 - To respond to specific needs of TISC Centers swiftly utilizing a learner centered approach
- To adapt to new technological, geopolitical and functional stresses
- Include Development Agenda Dimension and Global Challenges

Target Audience Determined by Start-Up: WIPO TISC/Academy DL) / Start-Up



Patents

- What is a patent?
 - Patent - exclusive right granted by the State
 - Duty of disclosure
 - Limited term of protection
 - Invention - new solution to technical problem
 - Role of a patent system
- How to protect your invention?
 - How to obtain a patent?
 - How to enforce patent rights?
- How to protect your invention abroad?
 - (national/regional/international systems)
- International treaties and recent developments in WIPO

Overview of the courses

- DL- 318 Patent Information Search (Repeat what you learned)
 - Patent Searching Methods
 - Strategies
 - Creative Techniques for searching
 - Search Drills
 - Caution and Risks

Overview of the courses

- DL- 450 IP Management
 - The innovation process
 - Public Good
 - Market failure
 - Licensing
 - On line IP management
 - Collaboration among firms
- DL-320 Basics on Patent Drafting
 - Preparation of Abstract
 - Preparation of text for the technical field
 - Preparation of back ground documentation
 - Presentation of disclosure of the invention
 - Description of how an invention can best be claimed (technical field)
 - Identifying dependent and independent claims (technical field)

Tutors Patents & Patent Information Search

■ DL- 301 Patents Overview Tutor- Altaye Tedla

■ DL- 318 Patent Information Search



Ms. Ashu Aggarwal, M.Pharm (India), PG Dip. IPR (India), Patent Agent (Govt. of India). A registered patent agent, associated with an American - Indian pharmaceutical organization, Aptuit Laurus, and was trained by WIPO and the Centre for International Intellectual Property Studies (CEIPI), Strasbourg, France.



Mrs. Mary Bonsel- Over 9 years of patent examination, managed a Patent Research agency tasked with searching patents internationally and reporting to a wide variety of clients on the results. A former WIPO employee in the PCT studied chemistry and Internet Technology. (Tutorial not confirmed yet)

Tutors: Patents & Patent Information Search- cont'd

■ DL- 318 Patent Information Search



McLean Sibanda is an EXCO member of the Technology Innovation Agency and Acting Executive Director of the Innovation Fund. He holds BSc(Eng) and MSc(Eng) degrees from the University of the Witwatersrand (Johannesburg), and the LLB and LLM (Commercial Law) degrees from the University of South Africa (UNISA). He is a qualified and practicing patent attorney, as well as an admitted and practicing attorney of the High Court of South Africa,.

Tutors- IPManagment (DL-450)

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Tana Pistorius



Tana Pistorius is a professor of Intellectual Property Law of the Department of Mercantile Law, University of South Africa. She holds the degrees BA, LLB, LLM and LLD. She is an attorney and a notary. She was a member of the research teams that drafted South Africa's Electronic Communications and Transactions Act, 25 of 2002 and the Namibian Use of Electronic Communications Bill, 2005. Tana teaches Management of Intellectual Property to MBA students of Robert Kennedy College (Zurich, Switzerland). She is a member and senior adjudicator of the SAIPL Alternate Dispute Resolution for .za domain name disputes.

Jim PATTERSON



Mr. Patterson, a US Patent Attorney in the State of Washington, is an intellectual property attorney at Schlumberger Information Solutions where he oversees intellectual property activities for the company's European operations having yearly sales of over \$900 million. Mr. Patterson's practice includes patent procurement, counseling, and the drafting and/or review of various agreements including consulting services agreements, sponsored research agreements, joint development agreements, source code release agreements, custom software development agreements, client transfer of software plug-in agreements, patent & technology licenses, software licenses (including open source licenses), and pre-release software licenses. Mr. Patterson is a frequent lecturer on topics ranging from outsourcing to IP monetization and has lectured at numerous universities and institutes in North America, Europe, India and other countries in Asia.

Tutors- Basics of Patent Drafting (DL-450)

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Emmanuel Jelsch



Emmanuel Jelsch, a European Patent Attorney holds a Master's degree in bio-chemistry and a diploma in organic chemistry and plant physiology from the University of Strasbourg. With an engineering degree in pharmacology from the EPHE (Ecole Pratique des Hautes Etudes, University of Paris) he worked as a research engineer in the Glaxo Laboratories in Les Ulis, France. Having graduated from CEIPI in 1996, he acquired an extensive professional experience in pharmaceutical and healthcare companies as a patent agent in charge of the patent departments with the Debio Group, Lausanne, and Bracco SA, Geneva.

Mardson McQuay -



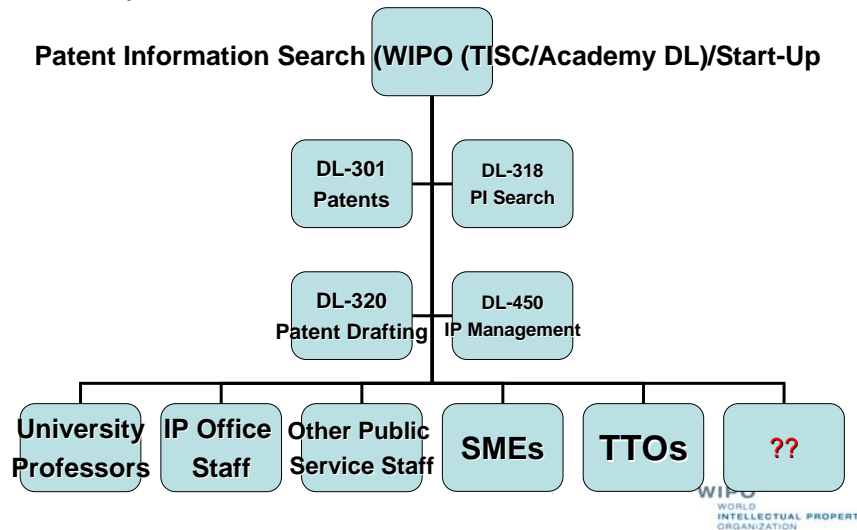
Mardson Queiroz McQuay, Ph.D., J.D.

Dr. Mardson McQuay has a Ph.D. in Mechanical Engineering from Carnegie Mellon University and a law degree from Brigham Young University. He is Acting Senior Patent Counsel for Hydral USA Manufacturing LLC (a GE Company) and is also responsible for international patent preparation and prosecution, IP counseling, and management of outside counsel for GE Aviation and GE Energy at GE's Global Patent Operation. Before joining GE he was an IP attorney at Oblon Spivak for 3 years and a tenured professor of Mechanical Engineering at Brigham Young University for more than 15 years. He managed fundamental and applied research from federal funding agencies and industrial sponsors in the thermo-sciences area, including fundamental and applied combustion, heat transfer, fluid mechanics, laser-based instrumentation, and computational fluid mechanics.

Win-Win-Win Collaborations that could be created by Start-Up Academies

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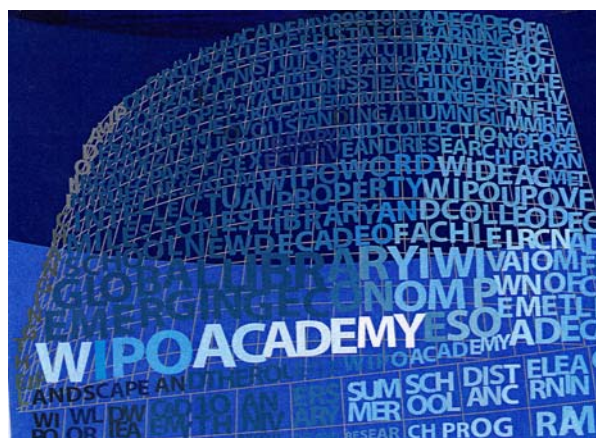
Patent Information Search (WIPO (TISC/Academy DL)/Start-Up



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Thank You

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