

WIPO



WIPO-IIPM/GE/07
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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

**ORIENTATION PROGRAM
ON INTELLECTUAL PROPERTY
FOR MANAGEMENT STUDENTS OF
INDIAN INSTITUTE OF MANAGEMENT (IIPM)**

**ORGANIZED BY
THE WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)**

Geneva, April 2, 4, 18, 23, May 3, 14, 23, 25, June 1, 14, 20, 2007

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

**Venue: RAMADA ENCORE Geneva, Calvin Room, La Praille, 12 Route des Jeunes,
1227 Carouge/GE - Switzerland**

- 11.00 – 12.00 Topic 1
Introduction to WIPO
- Speaker: Mrs. Cathy Jewell, Senior Information Officer, Media
Relations and Public Affairs Section, WIPO
- 12.00 – 13.00 Topic 2
Laying the Foundation: Managing Trade Secrets
- Speakers: Mr. Cavazos Trevino, Counsellor, SMEs Division,
WIPO
Mrs. Tamara Nanayakkara, Counsellor, SMEs Division,
WIPO
Mrs. Lien Verbauwhede, Consultant, SMEs Division,
WIPO
- 13.00 – 14.00 Lunch Break
- 14.00 – 15.00 Topic 3
New and Improved Products: Patents for Inventions
- Speakers: Mr. Cavazos Trevino
Mr. Esteban Burrone, Program Officer, Intellectual
Property and Economic Development Division, WIPO
- 15.00 – 16.00 Topic 4
Copyright and Harnessing Creativity in Business
- Speakers: Mrs. Florence Rojal, Program Officer, Creative Industries
Division, WIPO
Ms. Lien Verbauwhede
- 16.00 – 17.00 Topic 5
Branding and Marketing: Role of Trademarks and Geographical
Indications

Speakers: Mr. Won-Kil Yoon, Counsellor, SMEs Division, WIPO
Mr. Marco Marzano de Marinis, Consultant, SMEs
Division, WIPO

17.00 – 17.30

Topic 6

Looking Good: Industrial Designs

Speakers: Mrs. Tamara Nanayakkara, Counsellor, SMEs Division,
WIPO
Mr. Marco Marzano de Marinis, Consultant, SMEs
Division, WIPO

17.30 – 18.00

Topic 7

Valuation and Accounting of Intellectual Property Assets

Speaker: Mr. Christopher Kalanje, Consultant, SMEs
Division

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