



WORKSHOP

**WIPO/SMES/TLV/11/INF/1 PROV
ORIGINAL: ENGLISH
DATE: JUNE 24, 2011**

WIPO WORKSHOP ON EFFECTIVE INTELLECTUAL PROPERTY ASSET MANAGEMENT BY SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

Organized by

the World Intellectual Property Organization (WIPO), and

the Israel Patent Office (ILPO), and

the Federation of Israeli Chambers of Commerce

Tel Aviv, June 29 and 30, 2011

PROVISIONAL PROGRAM

document prepared by the Secretariat

Wednesday, June 29, 2011

- 9.00 – 9.30 **Registration and Buffet Breakfast**
- 9.30 – 10.00 **Opening Ceremony**
- Welcome addresses by:
- Mr. Uriel Lynn, President, the Federation of Israeli Chambers of
Commerce, Tel Aviv
- Mr. Asa Kling, Commissioner of Patents, Designs and Trademarks, The
Israel Patent Office (ILPO)
- Mr. Marco Marzano de Marinis, Program Officer, Small and Medium-
sized Division (SMEs), WIPO
- 10.00 – 10.40 **Role and Importance of Intellectual Property Asset Management for
Competitiveness of Small and Medium Sized Enterprises (SMEs)**
- Speaker: Mr. Marco Marzano de Marinis, WIPO
- 10.40– 11.20 **Key Strategies for Trade Secrets Protection**
- Speaker: Dr. Yoav Oestreicher, Adv., Partner, Meitar Liquornik Geva
& Leshem Brandwein, Law Offices, Ramat Gan, Israel
- 11.20 – 11.40 Coffee Break
- 11.40 – 12.20 **New Services Provided by ILPO to applicants**
- Speaker: Dr. Ronen Lahav, Patent Examiner, ILPO
- 12.20 – 13.00 **key note speech- New Paradigms in Innovation; Creative
Experiments and Public Pool Information as Source of Innovation**
- Speaker: Ms. Li Maor, Consultant, Division for Certain countries in
Europe and Asia (DCEA), World Intellectual Property
Organization (WIPO)
- 13.00 – 14.30 Lunch Break

- 14.30 – 15.10 **Cost Effective Patent Filing Strategy**
- Speaker: Ms. Ena Pugatsch, Patent Attorney, Partner, Head of the Technology Department, Reinhold Cohn group, Intellectual Property Attorneys, Tel Aviv, Israel
- 15.10 – 15.50 **Role of IP in Branding with a Focus on Management of Distinctive Signs**
- Speaker: Mr. Marco Marzano De Marinis, WIPO
- 15.50 – 16.10 Coffee Break
- 15.50 – 16.30 **IP at work; employees right to share IP benefits**
- Speaker: Dr. Assaf Jacob, Professor, Radzyner School of Law, Interdisciplinary center (IDC), Herzliya, Israel
- 16.30 – 17.20 **Wrap-up and General Discussion**
- Moderator: Ms. Li Maor
- Thursday, June 30, 2011
- 9.30 – 10.10 **Introduction to International Industrial Property Rights Protection (Part I); the Patent Cooperation Treaty**
- Speaker: Ms. Li Maor
- 10.10– 11.00 **Introduction to International Industrial Property Rights Protection (Part II); the Madrid System**
- Speaker: Mr. Eran Liss, Advocate, Partner, Adin-Liss, Law Offices, Tel Aviv, Israel.
- 11.00 – 11.20 Coffee Break
- 11.20 – 12.00 **Trademarks - an Essential Tool for Small and Medium Enterprises**
- Speaker: Ms. Orit Gonen, Advocate, Partner, Gilat, Bareket & Co., Reinhold Cohn Group, Intellectual Property Attorneys, Tel Aviv, Israel

- 12.00 – 12.30 **IP Valuation, Exploitation and Finance**
- Speaker: Mr. Tony Hadjiloucas, Partner, PricewaterhouseCoopers (PwC), Intellectual Property, Global Compliance Services, Limassol, Cyprus
- 12.30 – 14.00 Lunch Break
- 14.00 – 14.40 **IP Valuation, Exploitation and Finance (Contd.)**
- Speaker: Mr. Tony Hadjiloucas
- 14.40 – 15.20 **Importance of Trademarks and Domain Names Protection in the Internet**
- Speaker: Mr. Eran Soroker, Advocate, Partner, Soroker-Agmon, Advocates & Patent Attorneys Intellectual Property Law, Herzliya Pituach, Israel
- 15.50 – 16.10 Coffee Break
- 15.50 – 16.30 **Some of the Important Things they Forgot to Teach you in Business School About Intellectual Property**
- Speaker: Mr. Eyal Price, Advocate, Founding Partner, Price-Plinner Law Offices, Ramat Gan, Israel
- 16.30 – 17.20 **Wrap-up and General Discussion**
- Moderator: Ms. Li Maor

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