

WIPO-IASP/GE/04/INF/1

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INTERNATIONAL ASSOCIATION OF
SCIENCE PARKS



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO/IASP TRAINING SEMINAR ON INTELLECTUAL PROPERTY
FOR MANAGERS AND STAFF OF SCIENCE AND
TECHNOLOGY PARKS AND BUSINESS INCUBATORS**

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the International Association of Science Parks (IASP)

Geneva, June 28 to 30, 2004

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, June 28, 2004

8.30 – 9.00 Registration

9.00 – 9.30 OPENING CEREMONY

Welcome addresses by:

Mr. Luis Sanz, Director General, International Association of Science Parks (IASP), Malaga, Spain

Mrs. Rita Hayes, Deputy Director General, Copyright and Related Rights and Industry Relations, WIPO

**THEME 1: INTELLECTUAL PROPERTY IN SCIENCE PARKS
AND TECHNOLOGY INCUBATORS**

9.30 – 10.30 The Role of Intellectual Property (IP) in Research and Development (R&D) based Companies: Setting the Context of the Relative Importance and Management of IP

Speaker: Mr. Thomas Gering, Director Licensing, Joint Research Center, European Commission, Brussels and former Head, Department of Business Development and Licensing, Fraunhofer Patent Center for German Research, Munich, Germany

10.30 – 10.45 Coffee break

10.45 – 11.45 Commercializing Research: University Policies and Practice

Speaker: Mr. Philip Graham Ternouth, Visiting Lecturer, University of Manchester Institute for Science and Technology, and former Business Development Director, Manchester Innovation Limited, Manchester, United Kingdom

11.45 – 12.45 Supporting Roles by Incubators and Science Parks on IP

Speakers: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO, and Mr. Esteban Burrone, Consultant, SMEs Division, WIPO

12.45 – 14.15 Lunch

THEME 2: THE BASICS OF IP PROTECTION

14.15 – 15.00 Trade Secrets: Protecting Confidential Business Information

Speaker: Ms. Lien Verbauwhede, Consultant, SMEs Division, WIPO

Monday, June 28, 2004 (Cont'd)

15.00 – 15.45 An Introduction to Patents from a Business Perspective Including Reference to Regional Protection Systems and the Patent Cooperation Treaty (PCT)

Speaker: Mr. Philippe Baechtold, Head, Patent Law Section, Patent Policy Department, Office of the PCT, PCT and Patents Arbitration and Mediation Center, and Global Intellectual Property Issues, WIPO

15.45 – 16.00 Coffee break

16.00 – 16.45 Companies as Owners and Users of Works Protected by Copyright and Related Rights with Special Reference to Software Companies

Speaker: Mr. Takeshi Hishinuma, Associate Legal Officer, Copyright E-Commerce Technology and Management Division, Copyright and Related Rights and Industry Relations, WIPO

16.45 – 17.30 An Introduction to Trademarks and Industrial Designs

Speaker: Mr. Marcus Höpferger, Acting Director, Trademarks, Industrial Designs and Geographical Indication Law Division, Legal Department, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO

Tuesday, June 29, 2004

THEME 3: LICENSING AND TECHNOLOGY TRANSFER

9.00 – 10.30 IP Issues Arising from Contracts:

- Research Contracts and Collaborative Agreements
- Licensing Agreements

Speaker: Mr. Philip Graham Ternouth

10.30 – 11.00 Coffee Break

11.00 – 12.30 Valuation of IP Assets

Speaker: Mr. Thomas Gering

12.30 – 14.00 Lunch

14.00 – 16.00 Negotiating Licensing Agreements

Speakers: Mr. Thomas Gering
Mr. Philip Graham Ternouth

Tuesday, June 29, 2004 (Cont'd)

16.00 – 16.30 Coffee Break

16.30 – 17.30 IP Dispute Resolution. Arbitration and Mediation

Speaker: Mr. Johannes Wichard, Deputy Director and Head, Legal Development Section, Arbitration and Mediation Center, PCT and Patents Arbitration and Mediation Center, and Global Intellectual Property Issues, WIPO

Wednesday, June 30, 2004

THEME 4: SUPPORTING COMPANIES THROUGH THE
USE OF PATENT INFORMATION

9.00 – 10.00 How Can Patent Search Collections be used as a Source of Technological, Legal and Commercial Information?

Speaker: Mr. Paul Schwander, Principal Administrator, European Patent Office (EPO), The Hague, Netherlands

10.00 – 10.15 Coffee break

10.15 – 12.30 Practical Session on Searching Patent Databases

Moderator: Mr. Paul Schwander

12.30 – 14.00 Lunch

THEME 5: EMERGING ISSUES AND ROUNDTABLE

14.00 – 14.45 Copyright and E-commerce

Speaker: Mr. Victor Vázquez López, Senior Legal Counsellor, Copyright E-Commerce Technology and Management Division, Copyright and Related Rights and Industry Relations, WIPO

14.45 – 15.30 Patents and Biotechnology

Speaker: Mr. Richard Kjeldgaard, Senior Counsellor, Traditional Knowledge Division, PCT and Patents Arbitration and Mediation Center and Global Intellectual Property Issues, WIPO

Wednesday, June 30, 2004 (Cont'd)

15.30 – 16.00 Coffee break

16.00 – 18:00 Roundtable: Discussion on IP in Incubators and Science Parks:

- IP Policies and Practice of Incubators and Science Parks
- IP Services to Tenants of Incubators and Science Parks
- Technology Transfer from Universities and Research Centers to the Private Sector

Moderator: - Mr. Guriqbal Singh Jaiya

Panelists: - Mr. Philip Graham Ternouth
- Mr. Thomas Gering
- Mr. Paul Schwander
- Mr. Vladimir Yossifov, Director, Copyright and Related Rights and Industry Relations, Division for Infrastructure Services and Innovation Promotion, WIPO
- Mr. Esteban Burrone

18.30 CLOSING CEREMONY

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