

WIPO/IP/BIS/GE/03/INF**ORIGINAL:** English**DATE:** November 7, 2003**MOST**MINISTRY OF SCIENCE AND TECHNOLOGY
THE PEOPLE'S REPUBLIC OF CHINAWORLD INTELLECTUAL
PROPERTY ORGANIZATION**WIPO-MOST INTERMEDIATE TRAINING COURSE ON PRACTICAL
INTELLECTUAL PROPERTY ISSUES IN BUSINESS**organized by
the World Intellectual Property Organization (WIPO)in cooperation with
the Ministry of Science and Technology
of the People's Republic of China**Geneva, November 10 to 14, 2003**

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, November 10, 2003

9.00 – 9.30		Registration
9.30 – 9.45		Opening Ceremony
	<u>Speakers:</u>	Mrs. Rita Hayes, Deputy Director General, World Intellectual Property Organization, WIPO
		Mr. Li Zhongduo, Director General, Intellectual Property Office of Guangdong Province
9.45 – 10.45	Topic 1	Trade Secrets
	<u>Speaker:</u>	Ms. Lien Verbauwhede, Consultant, Small and Medium- Sized Enterprises Division, WIPO
10.45 – 11.15	Coffee Break	
11.15 – 12.30	Topic 2	Patents
	<u>Speaker:</u>	Ms. Tomoko Miyamoto, Senior Legal Officer, Patent Law Section, Patent Policy Department, WIPO
12.30 – 14.00	Lunch	
14.00 – 15.30	Topic 3	Trademarks, Industrial Designs and Geographical Indications (in Chinese)
	<u>Speaker:</u>	Mrs. Junying Tao, Information Officer, Information and Training Section, Trademarks, Industrial Designs and Geographical Indications Department, WIPO
15.30 – 16.00	Coffee Break	
16.00 – 17.00	Topic 4	Copyright and Related Rights (including Bern, WCT and WPPT)
	<u>Speaker:</u>	Mr. Jorgen Blomqvist, Director, Copyright Law Division, WIPO

17.00 – 18.00 Topic 5 Intellectual Property (IP) and E-Commerce

Speaker: Ms. Lucinda Jones, Senior Legal Officer, Copyright
E-Commerce Technology and Management Division

18.00 – 19.00 Cocktail Reception offered by WIPO

Tuesday, November 11, 2003

9.00 – 10.00 Topic 6 The Patent Cooperation Treaty (PCT) and its Importance
for Developing Countries

Speaker: Mr. Wang Zhengfa, Director, Developing Countries (PCT)
Division, WIPO

10:00 – 10:30 Coffee Break

10.30 – 11.30 Topic 7 Patentability of Computer Software and Business Methods

Speaker: Ms. Tomoko Miyamoto, Senior Legal Officer, Patent Law
Section, Patent Policy Department, Office of Legal and
Organization Affairs and PCT Systems, WIPO

11.30 – 12.30 Topic 8 IP and Domain Names

Speaker: Mr. Marco Marzano De Marinis, Associate Legal Officer,
Small and Medium-Sized Enterprises Division, WIPO

12.30 – 14.00 Lunch

14.00 – 15.00 Topic 9 The Activities of the WIPO Arbitration and Mediation
Center

Speaker: Mr. Ignacio de Castro, Senior Legal Officer, WIPO
Arbitration and Mediation Center

15.00 – 16.00 Topic 10 Cooperation between WIPO and the World Trade
Organization (WTO): The Agreement on Trade-Related
Aspects of Intellectual Property Rights

Speaker: Mrs. Karen Lee-Rata, Senior Counsellor, Office of the Special Counsel to the Director General, WIPO

16.00 – 16.30 Coffee Break

16.30 – 18.00 Topic 11 Protection of New Varieties of Plants

Speaker Mr. Peter Button, Technical Director, The International Union for the Protection of New Varieties of Plants (UPOV)

Wednesday, November 12, 2003

9.00 – 10.00 Topic 12 Patentability and Claim Interpretation

Speaker: Ms. Tomoko Miyamoto, Senior Legal Officer, Patent Law Section, Patent Policy Department, Office of Legal and Organization Affairs and PCT Systems, WIPO

10.00 – 10.30 Coffee Break

10.30 – 11.30 Topic 13 Importance of Using Patent Information

Speaker: Mr. Sungil Jung, Patent Consultant & Analyst, WIPS Co., Ltd., Seoul

11.30 – 12.30 Topic 14 Patent Classification

Speaker: Mr. Sungil Jung

12.30 – 14.00 Lunch

14.00 – 16.00 Topic 15 Patent Search with Exercises

Speaker: Mr. Sungil Jung

16.00 – 16.30 Coffee Break

16.30 – 18.00 Topic 16 Patent Map with Exercises

Speaker: Mr. Sungil Jung

Thursday, November 13, 2003

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| 9.00 – 10.00 | Topic 17 | International Registration Systems for Trademarks and Industrial Designs (in Chinese) |
| | <u>Speaker:</u> | Mrs. Junying Tao, Information Officer, Information and Training Section, Trademarks, Industrial Designs and Geographical Indications Department, WIPO |
| 10.00 – 10.30 | Coffee Break | |
| 10.30 – 11.30 | Topic 18 | IP Enforcement |
| | <u>Speaker:</u> | Mrs. Van Grunen, Deputy Director, Enforcement and Special Projects Division, WIPO |
| 11.30 – 12.30 | Topic 19 | Ownership of IP Assets |
| | <u>Speaker:</u> | Ms. Lien Verbauwhede, Consultant, Small and Medium-Sized Enterprises Division, WIPO |
| 12.30 – 14.00 | Lunch | |
| 14.00 – 14.45 | Topic 20 | Licensing of IPRs |
| | <u>Speaker:</u> | Mrs. Tamara Nanayakkara, Senior Program Officer, Least-Developed Countries Division, WIPO |
| 14:45 – 16.00 | Topic 21 | Role of IP in Raising Finance |
| | <u>Speaker:</u> | Mr. Christopher Kalanje, Consultant, Small and Medium-Sized Enterprises Division, WIPO |
| 16.00 – 16.30 | Coffee Break | |
| 16:30 – 18:00 | Topic 22 | IP Business Plans and Marketing |

Speaker: Mr. Federico C.S. Guicciardini, Deputy Director,
Small and Medium-Sized Enterprises Division, WIPO

Friday, November 14, 2003

9.00 – 10.30 Topic 23 IP Valuation

Speaker: Mr. John D. Swaim, Business Advisor, Negoceval,
Geneva

10.30 – 11.30 Topic 24 IP Assets Development and Management: A Key Strategy
for Economic Growth

Speaker: Mrs. Marisol Soledad Iglesias-Vega, Consultant, Office of
Strategic Planning and Policy Development, WIPO

11.30 – 11.45 Coffee break

11.45 – 13.00 Topic 25 Round Table Discussion: Future Challenges and
Possibilities of Cooperation and Closing Ceremony

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