



TRAINING OF TRAINERS PROGRAM

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WIPO TRAINING OF TRAINERS PROGRAM ON EFFECTIVE INTELLECTUAL PROPERTY ASSET MANAGEMENT BY SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

Organized by

the World Intellectual Property Organization (WIPO)

and

the Intellectual Property Centre, Ministry of Justice, Qatar

Doha, the State of Qatar, April 10 to 14, 2011

PROVISIONAL PROGRAM

prepared by the international bureau of WIPO

Sunday, April,10, 2011

- 9.00 – 9.30 Opening Ceremony
- 9.30 – 10.45 Introduction to the World Intellectual Property Organization (WIPO) and its Small and Medium-sized Enterprises (SMEs) Division; Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs
- Speaker: Mr. Anil Sinha, Counsellor, Small and Medium-sized Enterprises (SMEs) Division, WIPO
- Resources: [Module One of IP PANORAMA](#)
- 10.45 – 11.30 “Making a Mark” – The Role of Trademarks in Branding
- Speaker: Ms. Najmia Rahimi, Senior Program Officer, SMEs Division, WIPO
- Resources: [Module Two of IP PANORAMA](#)
- [“Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprises”](#)
[The Role of Trademarks in Marketing](#)
[Trademark Usage: Getting the Basics Right](#)
[The Synergy of Trademarks and Marketing](#)
[So What are the Do's & Don'ts for Choosing a Brand?](#)
[Independent Existence or Coexistence of Identical or Similar Trademarks](#)
- 11.30 – 12.30 Lunch Break
- 12.30 – 13.45 “Looking Good” – The Role of Design in Branding
- Speaker: Mr. Chander Lall, Partner, Lall & Sethi Advocates, New Delhi
- Resources: [Module Two of IP PANORAMA](#)
[The Power of Design for Marketing Success](#)
- 13.45 – 15.00 “Inventing the Future” – The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace

Speaker: Mr. P. Kandiah, IP Attorney, KASS International Sdn. Bhd, Kuala Lumpur

Resources: [Module Three of IP PANORAMA](#)

[“Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises”](#)

[Quality Patents: Claiming What Counts](#)

[Managing Patent Costs: An Overview](#)

Monday, April 11, 2011

9.00 – 10.15

“In Confidence” – Putting in Place a Trade Secret Protection Program in an SME

Speaker: Ms. Najmia Rahimi

Resources: [Module Four of IP PANORAMA](#)

[Trade Secrets are Gold Nuggets : Protect Them](#)

[Trade Secrets: Policy Framework and Best Practices](#)

[Disclosing Confidential Information](#)

[What an Employee Needs to Know About Trade Secrets](#)

10.15 – 11.30

“Creative Expression” - Benefiting From Your Copyright and Using the Copyright Works of Others in Your Business

Speaker: Mr. Chander Lall, Partner, Lall & Sethi Advocates, New Delhi

Resources: [Module Five of IP PANORAMA](#)

[“Creative Expression – An Introduction to Copyright for Small and Medium-Sized Enterprises”](#)

[Copyright Protection: Reaping the Benefits of Literary or Artistic Creation](#)

[Intellectual Property in the Fashion Industry](#)

[Using Photographs of Copyrighted Works and Trademarks](#)

[Legal Pitfalls of Taking and Using Photographs of Copyright Material, Trademarks and People](#)

[What to do if you are Accused of Copyright Infringement](#)

11.30 – 12.30

Lunch Break

12.30 – 13.45

Collective Marketing: Adding Value With Geographical Indications, Certification Marks and Collective Marks

Speaker: Mr. Chander Lall

[The Value of Collective and Certification Marks for Small Players](#)
[Using Collective Marks for the Protection of Traditional Products](#)
[Role of Intellectual Property in Enhancing the Competitiveness of the Tourism Industry](#)

13.45 – 15.00

IP Law and Administration in the State of Qatar

Speaker: Local speaker from the State of Qatar

Tuesday, April 12, 2011

9.00 – 10.15

Intellectual Property in the Digital Economy

Speaker: Mr. Chander Lall

Resources: [Module Eight of IP PANORAMA](#)
[Module Eight of IP PANORAMA](#)
[Business Success, Copyright and the Digital Environment](#)
[Intellectual Property and E-Commerce: How to Take Care of Your Business Website](#)

10.15 – 11.30

Managing Intellectual Property Assets in International Business

Speaker: Ms. Najmia Rahimi

Resources: [Module Nine of IP PANORAMA](#)
[SMEs or Micromultinationals? Leveraging the Madrid System for International Branding](#)
[The Outsourcing Offshore Conundrum: An Intellectual Property Perspective](#)
[International Trade in Technology – Licensing of Know-How and Trade Secrets](#)

11.30 – 12.30

Lunch Break

12.30 – 13.45

Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information

Speaker: Mr. P. Kandiah

Resources: [Module Six of IP PANORAMA](#)

[Connecting Strategy and Competitive Intelligence: Refocusing Intelligence to Produce Critical Strategy Inputs](#)
[Intellectual Property Rights Information Serving Innovation](#)
[Patents in Technical Standards](#)
[Prior Art Searches: A Must for Innovative SMEs](#)
[Going Beyond the Prior Art Search](#)
http://osint.pbworks.com/f/Fahey_2007.pdf

13.45 – 15.00

Exploiting Intellectual Property Assets; Overview of Licensing, Franchising and Merchandising

Speaker: Mr. Anil Sinha

Resources: [Modules Seven and Twelve of IP PANORAMA](#)

[Exchanging Value - Negotiating Technology Licensing Agreements - A Training Manual](#)
[Successful Technology Licensing](#)
[Franchising & Licensing - What are they? and how can you benefit from them?](#)
[IP Licensing: Reaping the Benefits](#)
[Starting a New Company: Consider Franchising as an Option](#)
[Savvy Marketing: Merchandising of Intellectual Property Rights](#)
[Role of the Intellectual Property System in Developing and Marketing of New Products](#)

Wednesday, April 13, 2011

9.00 – 10.15

IP and Finance: Accounting and Valuation of IP Assets; IP-based Financing

Speaker: Mr. Anil Sinha

Resources: [Module Eleven of IP PANORAMA](#)

[Third WIPO-INSME International Training Program: Financing Your Business with Intellectual Property](#)
[IP Financing: the Ten Commandments](#)
[Managing Patent Costs: An Overview IP Reporting](#)

10.15 – 11.30

Tips for Resolution of Intellectual Property Rights (IPRs) Disputes, including enforcement of IPRs, in the State of Qatar

Speaker: Local speaker from the State of Qatar

11.30 – 12.30

Lunch Break

12.30 – 13.45

Role of IP Management in Effective Government-

University/Research Institutes-Industry Relations

Speaker: Mr. Anil Sinha
Local speaker from the State of Qatar

13.45 – 15.00

IP Asset Management: IP Audit and IP Due Diligence

Speaker: Mr. P. Kandiah

Resources: [Module Ten of IP PANORAMA](#)
http://www.wipo.int/sme/en/documents/ip_audit.htm (IP Audit:
How to guide)
[IP Due Diligence Readiness](#)

Thursday, April 14, 2011

9.00 – 10.15

Case Studies: Effective Use of IP Assets by SMEs in their
Business Strategies

Speakers: Local speaker(s) from the State of Qatar
Mr. Chander Lall
Mr. P. Kandiah

10.15 – 11.30

Current and Proposed IP Information, Teaching/Training,
Advice and Consulting Services for SMEs in the State of
Qatar

Speaker(s): Local speaker(s) from the State of Qatar

11.30 – 12.30

Lunch Break

12.30 – 13.45

Round Table Discussion: Creating a Tool Box of Support
Services: Basic IP Services to be Provided by SMEs Support
Institutions in the State of Qatar

Moderator: Senior Representative of the IP Centre or of the
Ministry of Justice, and

Mr. Anil Sinha

Discussants: Representative(s) of SME Support Institution in
the State of Qatar, all international and local
speakers and WIPO officials

13.45 – 15.00 **Written Test (open book) for Evaluation of Participants**

15.00 – 15.30 Summing up and Closing Ceremony

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