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GROUP

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האוניברסיטה העברית בירושלים
The Hebrew University of Jerusalem



QUEEN MARY INTELLECTUAL
PROPERTY RESEARCH
INSTITUTE

REINHOLD COHN
PATENT ATTORNEYS

THE HEBREW UNIVERSITY OF
JERUSALEM

WORLD INTELLECTUAL
PROPERTY ORGANIZATION

A BUSINESS-ORIENTED OVERVIEW OF INTELLECTUAL PROPERTY FOR LAW STUDENTS

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Hebrew University of Jerusalem Law Faculty (Israel)
Reinhold Cohn Patent Attorneys (Israel),
and
the Queen Mary Intellectual Property Research Institute (UK)

Geneva, May 29 to June 1, 2006

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, May 29, 2006

OPENING CEREMONY

Welcome addresses by:

9.30 – 10.00

Ms. Orit Gonen and Ms. Inna Novikova, Reinhold Cohn Patent Attorneys Representatives, Jerusalem

Dr. Guy Pessach, Assistant Professor, Faculty of Law, Hebrew University of Jerusalem, Jerusalem

Dr. Michael Blakeney, Professor of Intellectual Property Law, Queen Mary Intellectual Property Research Institute, London

Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO, Geneva

10.00 – 10.30

Tea/Coffee Break

10.30 – 11.30

Topic 1
Leveraging Intellectual Property (IP) Assets for Business Success;
IP as a Strategic Tool for Innovation

Speaker: Mr. Doll-Steinberg, Founder and CEO, Trikeba Ltd., London

11.30 – 12.30

Topic 2
Laying the Foundation: Managing Trade Secrets

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

12.30 – 14.00

Lunch Break

14.00 – 15.00

Topic 3
Building a Competitive Edge: Protecting Inventions by Patents and Utility Models (Introduction to Patent Information)

Speaker: Mr. Guriqbal Singh Jaiya

- 15.00 – 16.00 Topic 4
Launching New Products in the Market: Unleashing the Power of
Branding through Trademarks and Industrial Designs
- Speaker: Mrs. Caroline Schwab, Program Officer, SMEs Division,
 WIPO
- 16.00 – 16.30 Tea/Coffee Break
- 16.30 – 17.30 Group Discussion

Tuesday, May 30, 2006

- 9.00 – 10.00 Topic 5
Developing an International Perspective: Using the International
Filing/Registration Systems (PCT, Madrid and the Hague Systems)
- Speakers: Mr. Jay Erstling, Director, Office of the PCT (Patents
 Cooperation Treaty)
- Mrs. Betty Berendson, Senior Information Officer, Sector
 of Trademarks, Industrial Designs and Geographical
 Indications, WIPO
- 10.00 – 10.30 Tea/Coffee Break
- 10.30 – 11.30 Topic 6
Harnessing Creativity and Creative Industries
- Speaker: Mrs. Donna Ghelfi, Program Officer, Creative
 Industries Division, WIPO
- 11.30 – 12.30 Topic 7
Best Practice of IP Assets Ownership
- Speaker: Mr. Doll-Steinberg
- 12.30 – 14.00 Lunch Break

- 14.00 – 15.00 Topic 8
Measuring, a Prerequisite to Manage: Valuation of IP Assets

Speaker: Mr. Christopher Kalanje, Consultant, SMEs Division,
 WIPO
- 15.00 – 16.00 Topic 9
Sharing and Leveraging IP Assets: Fundamentals of Licensing and
Franchising

Speaker: Mrs. Tamara Nanayakkara, Senior Program Officer,
 Least-Developed Countries Division, WIPO
- 16.00 – 16.30 Coffee Break
- 16.30 – 17.30 Group Discussion
- Wednesday, May 31, 2006
- 9.00 – 10.00 Topic 10
Role of IP in Raising Finance

Speaker: Mr. Jeremy Lack, Attorney-at-law, Geneva
- 10.00 – 10.30 Tea/Coffee Break
- 10.30 – 11.30 Topic 11
Integrating IP Issues in Business – Marketing/Export Plans and
Strategies

Speaker: Mr. Esteban Burrone, Program Officer, Intellectual
 Property and Economic Development Division, WIPO
- 11.30 – 12.30 Topic 12
Managing IP in Public-Private Partnerships, Strategic Alliances, Joint
Ventures, and Mergers & Acquisitions

Speaker: Mr. Guriqbal Singh Jaiya
- 12.30 – 14.00 Lunch

- 14.00 – 14.30 Topic 13
Agricultural SMEs and Protection of New Varieties of Plants
- Speakers: Mr. Button Peter, Technical Director, International Union
for the Protection of New Varieties of Plants (UPOV)
- 14.30 – 15.00 Topic 14
Agricultural SMEs and Protection of New Varieties of Plants and
IP Enforcement
- Speaker: Dr. Michael Blakeney
- 15.00 – 16.00 Topic 15
Resolving IP Disputes – Arbitration and Mediation
- Speaker: Ms. Eun-Joo MIN, Senior Legal Officer,
Arbitration and Mediation Center, WIPO
- 16.00 – 16.30 Tea/Coffee Break
- 16.30 – 17.30 Group Discussions

Thursday, June 1, 2006

- 09.00 – 09.30 Topic 16
Overview of the World Trade Organization (WTO) and the Trade-
Related Aspects of Intellectual Property Rights (TRIPS) Agreement
- Speaker: Mr. Wolf Meier-Ewert, Legal Affairs Officer, Intellectual
Property Division, World Trade Organization (WTO),
Geneva
- 09.30 – 10.00 Topic 17
Geographical Indications: A Farmer's Best Tool Against the
Globalization of Food Production?
- Speaker: Dr. Gail Evans, Reader in Law, Queen Mary Centre for
Commercial Law Studies, London
- 10.00 – 10.30 Tea/Coffee Break

- 10.30 – 11.30 Topic 18
Intellectual Property Teaching and Training in the WIPO Worldwide
Academy Experience
- Speaker: Mr. Denis Cohen, Head/Senior Lecturer, Education and
Degree/Diploma Program, WIPO Worldwide Academy (WWA)
- 11.30 – 12.15 Questions/FAQs
- 12.15 – 14.00 Lunch time
- 14.00 – 15.30 Topic 19
IP Value Creation and Enforcement Strategies
- Speaker: Mr. Jeremy Lack
- 15.30 – 16.00 Coffee Break
- 16.00 – 16.30 Debate and Conclusion of the Seminar

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