



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/KLA/14/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: OCTOBER 29, 2014

Training of the 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 Uganda Registration Services Bureau (URSB)

Kampala, November 5 to 7, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 5, 2014

9.30 – 9.45

Opening Ceremony

Welcome addresses by:

The representative of the Uganda Registration Services Bureau (URSB)

The representative of the World Intellectual Property Organization (WIPO), Geneva

The representative of the Government of Uganda.

9.45 – 10.30

Topic 1

Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs

Speaker: Mr. Anil Sinha, Head, Small and Medium-sized Enterprises (SMEs) Section, WIPO

Resource: Module One of IP PANORAMA

10.30 – 10.45

Tea/Coffee Break

10.45 – 11.30

Topic 2

The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace

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

Resources: Module Two of IP PANORAMA

“Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprise”

11.30 – 12.15

Topic 3

The Appeal of Designs in Getting Noticed by the Customer

Speaker: Mr. Chander Lall

Resources: Module Two of IP PANORAMA

“Looking Good – An Introduction to Industrial Designs for Small and Medium-Sized Enterprise”

12.15 – 13.30

Lunch Break

13.30 – 14.15

Topic 4
Building a Competitive Edge: Protecting Inventions by Patents and Utility Models

Speaker: Mr. Anil Sinha

Resources: Module Three of IP PANORAMA

“Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises”

14.15 – 15.00

Topic 5
Benefitting from your Copyright and Using the Copyright Works of Others in your Business

Speaker: Mr. Chander Lall

Resources: Module Five of IP PANORAMA

“Creative Expression – An Introduction to Copyright for Small and Medium-Sized Enterprises”

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.00

Topic 6
IP Law and Administration in Uganda

Speaker: Mr. Paul Asimwe, Partner
Sipi Law Associates, Kampala

Thursday, November 6, 2014

9.30 – 10.15

Topic 7
Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information – Practical Exercise

Speaker: Mr. McLean Sibanda, Partner
Sibanda & Zantwijk Attorneys, South Africa

Resource: Module Six of IP PANORAMA

10.15 – 10.30

Tea/Coffee Break

- 10.30 – 11.15 **Topic 8**
Intellectual Property in the Digital Economy
- Speaker: Mr. Chander Lall
- Resource: Module Eight of IP PANORAMA
- 11.15 – 12.00 **Topic 9**
Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks
- Speaker: Mr. Anil Sinha
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.15 **Topic 10**
Exploiting Intellectual Property Assets: Overview of Licensing, Franchising and Merchandising
- Speaker: Mr. Chander Lall
- Resources: Modules Seven and Twelve of IP PANORAMA
- 14.15 – 15.00 **Topic 11**
Putting in Place a Trade Secret Protection Program
- Speaker: Mr. McLean Sibanda
- Resources: Module Four of IP PANORAMA
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 16.00 **Topic 12**
Intellectual Property Issues in International Business
- Speaker: Mr. Anil Sinha
- Resource: Module Nine of IP PANORAMA

Friday, November 7, 2014

- 9.30 – 10.15 **Topic 13**
IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing
- Speaker: Mr. McLean Sibanda
- Resource: Model Eleven of IP PANORAMA
- 10.15 – 10.30 Tea/Coffee Break
- 10.30 – 11.15 **Topic 14**
Enforcing Intellectual Property Rights in Uganda
- Speaker: Ms. Susan Abinyo
 Chief Magistrate, Courts of Judicature, Uganda
- 11.15 – 12.00 **Topic 15**
IP Asset Management: IP Audit and IP Due Diligence
- Speaker: Mr. McLean Sibanda
- Resource: Module Ten of IP PANORAMA
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.15 **Topic 16**
Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies
- Speakers: Mr. McLean Sibanda
- 14.15 – 15.00 **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Uganda**
- Moderator: Representative of Uganda Registration Services Bureau
- Discussants: Mr. Anil Sinha
 International and Local Speakers and Participants
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 16.15 Written Test (open book) for Evaluation of Participants
- 16.15 – 16.30 Summing up and Closing Ceremony