



THE PATENT OFFICE OF  
THE REPUBLIC OF POLAND



WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## PROGRAM TYPE

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**WIPO**  
**ORIGINAL: ENGLISH**  
**DATE: SEPTEMBER 17, 2010**

# **WIPO TRAINING THE TRAINERS PROGRAM ON INTELLECTUAL PROPERTY AND SMALL AND MEDIUM- SIZED ENTERPRISES**

*Organized by*

The World Intellectual Property Organization (WIPO)

and

the Patent Office of the Republic of Poland

**Warsaw, Poland, November 22 to 25, 2010**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*



Tuesday, November 23, 2010

- |                 |                                                                                                             |
|-----------------|-------------------------------------------------------------------------------------------------------------|
| 9.00 – 10.15    | "In Confidence" – Putting in Place a Trade Secret Protection Program                                        |
|                 | Speaker: Ms. Kristina Janusauskaite                                                                         |
| 10.15 – 10.30   | Tea/Coffee Break                                                                                            |
| 10.30 – 11.45   | "Inventing the Future" – The Importance of Inventive and Innovative Activity in Maintaining Competitiveness |
|                 | Speaker: Mrs. Lora Kushner                                                                                  |
| 11.45 – 13.00 - | "Creative Expression" - Benefiting from your Copyright and Using the Copyright Works of Others              |
|                 | Speaker: Ms. Kristina Janusauskaite                                                                         |
| 13.00 – 14.00   | Lunch Break                                                                                                 |
| 14.00 – 15.15   | Competitive Intelligence – Using Intellectual Property Information                                          |
|                 | Speaker: Mr. Guriqbal Singh Jaiya                                                                           |
| 15.15 – 15.30   | Tea/Coffee Break                                                                                            |
| 15.30 – 16.45   | Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising                           |
|                 | Speaker: Mrs. Lora Kushner                                                                                  |

Wednesday, November 24, 2010

- |               |                                                           |
|---------------|-----------------------------------------------------------|
| 9.00 – 10.15  | International Trade and Intellectual Property             |
|               | Speaker: Mrs. Lora Kushner                                |
| 10.15 – 10.30 | Tea/Coffee Break                                          |
| 10.30 – 11.45 | Intangible Assets and Finance                             |
|               | Speaker: Mr. Guriqbal Singh Jaiya                         |
| 11.45 – 13.00 | Intellectual Property in the Digital Economy              |
|               | Speaker: Ms. Kristina Janusauskaite                       |
| 13.00 – 14.00 | Lunch Break                                               |
| 14.00 – 15.15 | Case Study: Using Intellectual Property in the [ ] Sector |
| 15.15 – 15.30 | Tea/Coffee Break                                          |
| 15.30 – 16.45 | IP Audit                                                  |
|               | Speaker: Mr. Guriqbal Singh Jaiya                         |

Thursday, November 25, 2010

9.00 – 10.15	Enforcement of Intellectual Property Rights
	Speaker: Local
10.15 – 10.30	Tea/Coffee Break
10.30 – 11.45	University Industry Relations
	Speaker: Mr. Guriqbal Singh Jaiya
11.45 – 13.00	IP Support Services for SMEs in Poland
	Speaker: Local
13.00– 14.00	Lunch Break
14.00 – 15.15	Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions
	Speaker: Guriqbal Singh Jaiya
15.15 – 15.30	Tea/Coffee Break
15.30 – 16.45	Open Book Test
16.45 – 17.00	Closing

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