



# **THE SCHOOL OF COMPETITION AND INTELLECTUAL PROPERTY OF INDECOPI**

February, 2011



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# 1. Background (1/4)



The National Institute for Competition and Intellectual Property (INDECOPi) is the Peruvian authority in charge of the promotion of competition policy (unfair practices, antitrust, among others) and the protection of intellectual property rights (copyrights, trademarks and patents).



# 1. Background (2/4)

INDECOPÍ's Law (DL1033) authorize the Council of Directors to approve the creation of a School of Competition and Intellectual Property.

On June 23th 2009, the Council of Directors created the School of Competition and Intellectual Property



# 1. Background (3/4)



## The School Functions

- Designing and organizing the training activities in topics related with INDECOPRO's functions.
- Establishing guidelines and proposing the implementation of policies and strategies for the development of training activities
- Evaluating and selecting the professors that participates in training activities
- Administrating the infrastructure and materials required for the development of the training activities
- Promoting the subscription of agreements with other institutions in order to develop academic activities, like courses, workshops, conferences, etc.
- Coordinating the edition and publication of academic documents



# 1. Background (4/4)

## **Mission**

*Contributing through the organization of academic activities, to create a culture of market and respect of intellectual property as well as training and educating professionals in topics related with INDECOPÍ's functions*

## **Vision**

*Being an academic center with international prestige that promotes the excellency in education related to competition policy and intellectual property*



## 2. Why an INDECOPI's School?

Currently, in Peru, the private education supply is not enough to satisfy the demand of training, in topics related to intellectual property, competition policy, consumer protection, among others.

A *Focus Group* that was implemented confirmed this fact.



# 3. Training activities (1/3)

- **Training Programs (Programas de Formación)**

Programs for professionals and technicians which are interested to achieve a minimal level of specialization in topics of intellectual property, consumer protection, competition policy (academic hours: 60)

- **Short Courses**

Applied programs for professionals and technicians which are interested to receive training and education on a more specific topics (from 12 to 24 hours)

- **Internships**

Training activities which included both theoretical and practical contents. Requires full time dedication (one week program).





# 3. Training activities (2/3)

- **Programs for University Students**

Every year, a one month course, for university students of last year of economics and law is organized. The main objective is to promote the knowledge on topics of competition policy and intellectual property which generally are not covered by traditional university programs.

- **Workshops**

Applied and interactive training activities.

- **Diplomados**

Programs with an extension of no less than 150 academic hours. Currently implemented in Metrology.

- **Online courses**

Not implemented yet. The first course will be implemented approximately on April, on “The procedure of Trademarks registration”.



## 3. Training activities (3/3)

- **“In House” training courses.**

Specific training activities required by organizations.

- **Dissemination activities**

Chats (charlas)



## 4. Training activities on Intellectual Property

During 2010, the following training activities related to intellectual property were organized:

- **Training Programs.** Indecopi's School organized two training programs of 60 hours (two months) directed to professionals.
- **Workshops.** Indecopi's School organized two workshops (8 hours) on TLT and PCT Treaties



## 4. Training activities on Intellectual Property



*Every year INDECOPI organizes an Internship for Officers of other agencies of Latin America. Internship is not only on IP but also about other topics related with INDECOPI's functions.*



# 4. Training activities on Intellectual Property

  
Instituto Nacional de Defensa de la Competencia y de la  
Protección de la Propiedad Intelectual.

**IX** CURSO de Políticas de Competencia  
y Propiedad Intelectual

CURSO

  
Instituto Nacional de Defensa de la Competencia  
y de la Protección de la Propiedad Intelectual

**XII** Del 1 de febrero al 3 de marzo de 2010  
**CURSO DE EXTENSIÓN UNIVERSITARIA  
SOBRE POLÍTICAS DE COMPETENCIA Y  
PROPIEDAD INTELECTUAL 2010**

**REQUISITOS:**

- Ser estudiante de último año y/o egresado de los años 2008 o 2009 de economía, ingeniería y derecho de alguna universidad del país.
- Tener como máximo 28 años de edad inscribirse en la página web de la Escuela de la Competencia y la Propiedad Intelectual del INDECOPI ([www.indecopi.gob.pe/escuela/CursosExtension/CursosExtension.html](http://www.indecopi.gob.pe/escuela/CursosExtension/CursosExtension.html)).
- Aprobar el examen de admisión.

**BENEFICIOS PARA EL PARTICIPANTE:**

- El curso no involucra costo alguno para el participante.
- Capacitación en las áreas temáticas de políticas de competencia y propiedad intelectual.
- A los 3 primeros puestos de los estudiantes provenientes de universidades del interior del país se les cubrirá los costos de alojamiento y alimentación durante la duración del curso. Los tres primeros puestos en el curso serán incorporados a la institución bajo la modalidad de locación de servicios.

**INSCRIPCIONES:**

Para inscribirse al XII Curso de Extensión Universitaria en Políticas de Competencia y Propiedad Intelectual 2010 haga click en el siguiente link:  
(<http://www.indecopi.gob.pe/escuela/CursosExtension/CursosExtension.html>).

**EXAMEN DE ADMISIÓN:**

Sábado 12 de Diciembre de 2009, a las 9:00 a.m. hora exacta.

En Lima: Sede Principal del INDECOPI ubicada en Calle de la Prosa N°133, San Boja.

En Provincias: Oficinas Regionales del INDECOPI ubicadas en Ancash, Arequipa, Cajamarca, Cusco, Ica, Junín, La Libertad, Lambayeque, Loreto, Piura, Puno, San Martín y Tacna.

**INFORMES:**

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T. 224-7800 anexo 1250  
E-mail: [escuela@indecopi.gob.pe](mailto:escuela@indecopi.gob.pe)



The course directed to University students also includes topics related to Intellectual Property



## 4. Training activities on Intellectual Property

In coordination with USAID, the School is organizing the first online program on Trademark Registration.



<http://www.nathaninc.com/projects-and-cases/peru-andean-trade-capacity-building-project>

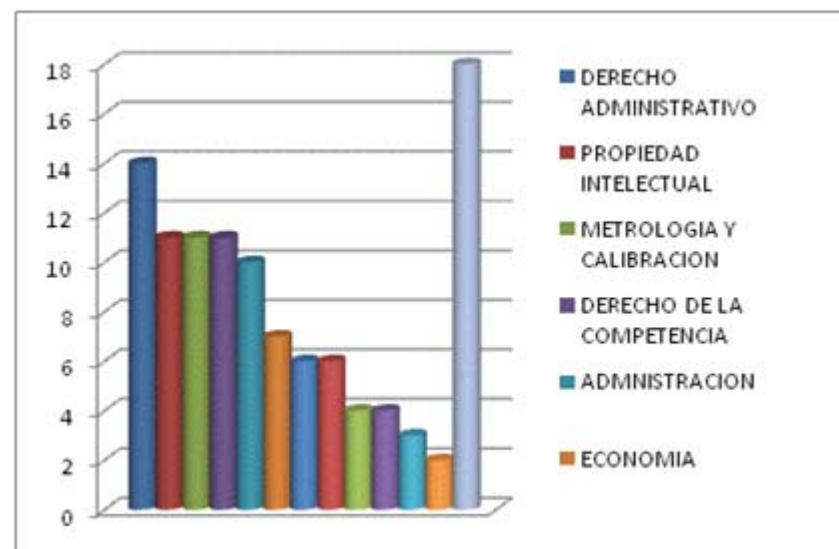




## 5. Professors

- A number of INDECOPÍ's officials combines their work with academics.
- Depending on the topic, the Programs could be developed by INDECOPÍ's officials or external experts.

In what field do you teach? (%)





# 6. Evaluation

- The objectives to be measured by the school are: i. Satisfaction of students, ii. Participation, iii. Percentage of students which approve, iv. Financial results.

## Satisfaction evaluation

1	¿ Cómo calificaría el nivel de los <u>contenidos</u> del curso?				
2	¿ Cómo calificaría los <u>contenidos teóricos</u> del curso?				
3	¿ Cómo calificaría los <u>contenidos prácticos /aplicativos</u> del curso?				
4	¿ Considera que se ha cumplido con brindar al laumno <u>todos los contenidos</u> planteados al iniciar el curso?				
	<b>Expositor : Rossana Bautista</b>				
5	¿ Cómo calificaría la <u>calidad expositiva</u> del Expositor?				
6	¿ Cómo calificaría la <u>disposición /apertura</u> del expositor a absolver dudas y/o preguntas?				
7	¿Cómo calificaría la organización general del curso?				
8	¿Considera que ha contado con los materiales bibliográficos necesarios para el normal desarrollo del curso?				
9	¿Considera que ha existido puntualidad en el inicio y término de las clases?				
10	¿Cuál es su nivel de satisfacción general respecto al curso?				





# 7. Publications

The School is also in charge of Academic publications of INDECOPI, being the most important the *Revista de la Competencia y la Propiedad Intelectual*



*The review has the objective of promoting the research and debate on topics related to industrial organization, competition policy, innovation, intellectual property, among others.*



## 8. Guidelines and regulations

With the aim of promoting their proper functioning, the School has established the following Guidelines:

- Guidelines for the Development of Academic Activities, organized by the School of Competition and Intellectual Property
- Guidelines for the elaboration, publication and distribution of the Review of Competition and Intellectual Property
- Regulations for students



## 9. Short and medium term plans in IP

- During 2011, School will focus on training activities for INDECOPÍ's personal, specially from outside of Lima (the capital).
- Fostering activities with more social impact (schools, local governments, etc)
- Workshops with judges and prosecutors
- Online training activities for users (trademark registration, copyrights)

# Thank you!

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<http://aplicaciones.indecopi.gob.pe/escuela/ingles/indexi.html>