



საქართველოს ინტელექტუალური  
საკუთრების ეროვნული ცენტრი  
**საქპატენტი**  
**SAKPATENTI**  
NATIONAL INTELLECTUAL PROPERTY  
CENTER OF GEORGIA  
[www.sakpatenti.org.ge](http://www.sakpatenti.org.ge)



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## TRAINING OF TRAINERS

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**WIPO/TM/TBS/18/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: MARCH 13, 2018**

# Training of Trainers of the Georgian Intellectual Property (IP) Academy – Module 4: Training on Trademarks and Trademark Enforcement

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the National Intellectual Property Center of Georgia (SAKPATENTI)

**Tbilisi, Georgia, March 5 to 9, 2018**

## PROGRAM

*prepared by the International Bureau of WIPO*

- Scope:** To strengthen national institutional and human resource capacity through further development of infrastructure and other facilities with a view to making national institutions more efficient and promote a fair balance between intellectual property (IP) protection and the public interest, as well as to meet national priorities and goals and to meet the increasing local demand from IP specialists, professionals, government officials and other stakeholders.
- Objective:** To provide the predefined trainers of the Georgian IP training center with the necessary knowledge and skills to later train specifically targeted audiences.
- Upon successful completion of this module, participants will be expected to be able to deliver training programs on Trademarks and Trademark Enforcement offered by the Georgian IP Academy to specific national audiences, such as government officials, police and customs officials, SMEs and representatives of Chambers of Commerce.
- Participants are expected to deliver lectures on selected topics for different target audiences, and will be assessed by the speakers and their peers.
- Audience:** A group of national professionals previously identified by the National Intellectual Property Center of Georgia (SAKPATENTI), to become trainers of the Georgian IP Training Center.
- Learning Objectives:** By the end of this module, participants will be able to:
- Prepare training programs on Trademarks and Trademark Enforcement using relevant teaching methodologies and with updated information;
  - Develop specific training materials, case studies and exercises for the training of Trademarks and Trademark Enforcement to government officials, police and customs officials, representatives of Chambers of Commerce and SMEs.
- Speakers:** Ms. Martha Friedli, Legal Counsellor (Trademarks), Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO
- Mr. Xavier Vermandele, Senior Legal Counsellor, Building Respect for IP, Global Issues Sector, WIPO
- Mr. Paata Papava, Consultant, Tbilisi

Monday, March 5, 2018

**Day 1: The Protection of Trademarks: What we already know or should know**

- 10.00 – 10.10 Welcome addresses by representative of Georgia,  
Mr. Nikoloz Gogilidze, Chairman, SAKPATENTI
- 10.10 – 11.00 General introduction, course rules and distribution of *ex-ante*  
questionnaires on the substance of the training program  
(Kirkpatrick level 2 of evaluation)
- Moderator: Mr. Paata Papava
- 11.00 – 12.00 **Plenary Session: Introduction to Trademarks: What do We  
Know Already on this Topic? (Trademark essentials: what is  
a mark? Why is there a need for legal protection? How to  
achieve legal protection (registered and unregistered marks)?  
What are the functions of marks?)**
- Moderators: Ms. Martha Friedli  
Mr. Nikoloz Gogilidze  
Mr. Paata Papava
- 12.00 – 12.15 Coffee Break
- 12.15 – 13.15 **Trademark Protection: What constitutes a registrable  
trademark? Exclusions from Registration. Overview of the  
Trademark Registration Procedure in Georgia. Trademarks as  
objects of Property: use or lose a mark, transfer of property,  
licensing**
- Speakers: Manana Pruidze  
Ms. Martha Friedli
- 13.15 – 14.30 Lunch Break
- 14.30 – 16.00 **Workshop: “My mark is bullet-proof!”: Practical Steps and  
Best Practices to Create a Good Mark**
- Moderators: Ms. Martha Friedli  
Mr. Paata Papava
- 16.00 – 16.15 Coffee Break
- 16.15 – 17.00 **Case Study 1: *EUIPO v Instituto dos Vinhos do Douro e do  
PortoIP (Bruichladdich Distillery and others intervening)*  
(Case C-56/16)**
- Moderators: Ms. Martha Friedli  
Mr. Paata Papava

Tuesday, March 6, 2018

**Day 2: Teaching of Trademarks for Policy Makers**

10.00 – 10.30	<b>Wealth-Creation Effect of Trademarks</b>
	Speakers: Mr. David Gabunia Mr. Paata Papava
10.30 – 11.00	<b>WIPO and its recent studies on Trademarks and brands</b>
	Speakers: Ms. Martha Friedli Mr. Paata Papava
11.00 – 11.15	Coffee Break
11.15 – 12.00	<b>National Protection of Trademarks as a basis for Protection Abroad</b>
	Speakers: Medea Tchitchinadze Mr. Paata Papava
12.00 – 12.30	<b>International Protection of Trademarks (Madrid System)</b>
	Speakers: Ms. Martha Friedli Mr. Paata Papava
12.30 – 14.00	Lunch Break
14.00 – 14.30	<b>The Management of Trademarks</b>
	Speaker: To be confirmed
14.30 – 15.00	<b>Trademarks at the International Level: How to Plan Trademark Protection and Management Abroad</b>
	Speaker: Mr. Nikoloz Gogilidze
15.00 – 15.15	Coffee Break
15.15 – 16.00	<b>Exercise and Case Analysis: Successful Trademark Creation and Management</b>
	Moderator: Mr. Paata Papava

Wednesday, March 7, 2017

**Day 3: Teaching of Trademarks for Representatives of Chambers of Commerce, SMEs**

10.00 – 11.00	<b>How to Protect a Trademark in Georgia?</b>  Speakers: Ms. Elene Sekhniashvili Mr. Merab Kutsia
11.00 – 11.15	Coffee Break
11.15 – 12.15	<b>How to Protect a Trademark Internationally? (The Madrid System)</b>  Speaker: Ms. Martha Friedli
12.15 – 13.30	Lunch Break
13.30 – 14.30	<b>How to Protect a Trademark in Georgia? (Exercises)</b>  Speaker: To be confirmed Moderator: Mr. Paata Papava
14.30 – 14.45	Coffee Break
14.45 – 16.00	<b>How to Protect a Trademark Internationally? (Exercises)</b>  Speaker: Mr. David Dzamukashvili - Patent Attorney Moderator: Mr. Paata Papava

Thursday, March 8, 2018

**Day 4: Trademark Enforcement**

10.00 – 10.30	<b>Building Respect for IP, including trademark rights – An overview</b>  Speaker: Mr. Xavier Vermandele
10.30 – 11.15	<b>Enforcement of trademark rights – Introduction to the International and national legal framework</b>  Speakers: Mr. Xavier Vermandele Manana Pruidze
11.15 – 11.30	Coffee Break

11.30 – 12.00	<b>Civil or criminal enforcement: An introduction</b>
	Speakers: Mr. Xavier Vermandele Mr. Nikoloz Gogilidze
12.00 – 12.45	<b>Border Measures</b>
	Speakers: Mr. Xavier Vermandele Ms. Ketevan Kiladze
12.45 – 14.00	Lunch Break
14.00 – 14.30	<b>Provisional Measures</b>
	Speakers: Mr. Xavier Vermandele Ms. Tamar Japaridze
14.30 – 15.00	<b>Questions of evidence of trademark infringement (incl. online infringements)</b>
	Speakers: Mr. Xavier Vermandele Mr. Irakli Kasradze
15.00 – 15.15	Coffee Break
15.15 – 16.30	<b>Civil proceedings: Corrective measures (injunctions, damages, disposal)</b>
	Speakers: Mr. Xavier Vermandele Mr. Nikoloz Gogilidze
16.30 – 17.00	<b>Criminal proceedings and sanctions</b>
	Speakers: Mr. Xavier Vermandele Mr. Ioseb Jinjolava

Friday, March 9, 2018

10.00 – 10.30	<b>Workshop: How to use Trademarks for Businesses</b>
	Moderators: Mr. Paata Papava Mr. Nikoloz Gogilidze
10.30 – 12.00	<b>Plenary session: General Impressions of the Practice by Participants (Peer Assessment)</b>
	Moderator: Mr. Paata Papava
12.00 – 12.15	Coffee Break

- 12.15 – 13.00 Distribution of ex-post questionnaires on the substance of the training program (Kirkpatrick level 2 of evaluation) and of Participants' Satisfaction Surveys (Kirkpatrick Level 1 of Evaluation)
- Moderator: Mr. Paata Papava
- 13.00 – 14.00 Lunch Break
- 14.00 – 15.30 **Plenary session: General Impressions of the Practice by Participants (Peer Assessment) (cont.)**
- Moderator: Mr. Paata Papava
- 15.30 – 15.45 Wrap up, Conclusions and Closure Session
- Moderators: Mr. Paata Papava;  
Mr. Nikoloz Gogilidze

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