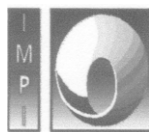


WIPO/INV/MTY/02/INF.1

ORIGINAL:English

DATE:April2002



MEXICANINSTITUTEOF  
INDUSTRIALPROPERTY



WORLDINTELLECTUAL  
PROPERTYORGANIZATION



INSTITUTEOFTECHNOLOGYAND  
SUPERIORSTUDIESOFMONTERREY

**INTERNATIONALWORKSH OPON  
MANAGEMENTANDCOMM ERCEIALIZATIONOFINV ENTIONS  
ANDTECHNOLOGY**

organizedby  
theWorldIntellectualPropertyOrganization(WIPO)  
incooperationwith  
theMexicanInstituteofIndustrialProperty(IMPI)  
and  
theInstituteofTechnologyandSuperiorStudiesofMonterrey(ITESM)  
**Monterrey(Mexico),April17to19,2002**

PROVISIONALPROGRAM

*DocumentpreparedbytheInternationalBureauofWIPO*

Wednesday, April 17, 2002

13.00–14.00 Registration and administrative matters

14.00–14.30 Opening ceremony

Addresses by:

Mr. Jorge Amigo Castañeda, Director General, Mexican Institute of Industrial Property (IMPI), Mexico City

Mr. Patricio López del Puerto, Rector, Virtual University, ITESM System, Institute of Technology and Superior Studies of Monterrey (ITESM), Monterrey, Mexico

Dr. Alberto Bustani, Rector, ITESM Campus, Monterrey, Mexico

Mr. Ernesto Rubio, Director, Cooperation for Development Bureau for Latin America and the Caribbean, World Intellectual Property Organization (WIPO), Geneva

14.30–15.30 Need for Innovation and Invention Development Support Services as a Public or Commercial Professional Service

Speakers: Mr. Antonio Camacho Vargas, Director, Promotion and Technological Information Services, IMPI, Mexico City, Mexico

Doc.no.: WIPO/INV/MTY/02/1

Mr. Vladimir Yossifov, Director, Division for Infrastructure Services and Innovation Promotion, WIPO

Doc.no.: WIPO/INV/MTY/02/2

Discussion

15.30–16.15 University and Research and Development (R&D) Organization Strategies in Support of Intellectual Property Creation and Commercialization

Speaker: Dr. George Newkome, Vice President for Research and Dean, Graduate School, Oelschlager Professor of Science and Technology, University of Akron, Akron, Ohio, United States of America

Doc.no.: WIPO/INV/MTY/02/3

Discussion

16.15–16.30 Coffee break

- 16.30–17.30      Assessment and Valuation of Inventions and Research Results for Their Use and Commercialization
- Speaker:      Mr. Gordon Smith, President, AUS Consultants, Moorestown, New Jersey, United States of America  
Doc.no.: WIPO/INV/MTY/02/4
- Discussion
- 17.30–18.30      Strategies and Tools for Effective Intellectual Property Management
- Speaker:      Mr. Wayne H. Watkins, Associate Vice President for Research and Intellectual Property Fellow, University of Akron, Akron, Ohio, United States of America  
Doc.no.: WIPO/INV/MTY/02/5
- Discussion
- 19.30              Reception offered by WIPO

Thursday, April 18, 2002

- 11.00–12.00      Presentation of ITESM and its Services related to Innovation and Technology Management
- Speaker:      Mr. Arturo Azuara Flores, Director of Legal Assistance, ITESM System, ITESM, Monterrey, Mexico  
Doc.no.: WIPO/INV/MTY/02/6
- Discussion
- 12.00–13.00      Lunch break
- 13.00–15.30      Technology Management Experiences and Lessons Learned (respective practical country experience (USA, Europe and Latin American countries))
- Speakers:      Mr. John H. Hornickel, Chief Intellectual Property Counsel, Bridgestone/Firestone Americas Holding Inc., Akron, Ohio, United States of America  
Doc.no.: WIPO/INV/MTY/02/7

Dr. Alberto Nieto, Dean, Faculty of Chemistry,  
University of the Republic, Montevideo, Uruguay  
Doc.no.: WIPO/INV/MTY/02/8

Mrs. Marli Elizabeth Ritter dos Santos, Director of the  
Interaction and Technology Transfer Office, Federal  
University of Rio Grande do Sul, Porto Alegre, Brazil  
Doc.no.: WIPO/INV/MTY/02/9

Discussion

15.30–15.45

Coffee break

15.45–16.15

Presentation of the Bayern Patent Initiative - Promotion of Patenting  
and Exploitation of Inventions by Bavarian Universities

Speaker: Dr. Oliver Kemper, Director of Licensing, Bayern  
Patent, Fraunhofer Patent Center for German Research  
(PST), Munich, Germany  
Doc.no.: WIPO/INV/MTY/02/10

Discussion

16.15–18.00

Innovation Support Services and Assistance to Researchers, Individual  
Inventors and Local Industry

Speakers: Mrs. Mayra Nuñez Vázquez, Head, North Regional  
Office, IMPI, Monterrey, Mexico  
Doc.no.: WIPO/INV/MTY/02/11

Ms. Marcia L. Rorke, Principal and Founder, Mohawk  
Research Corporation, Tucson, Arizona,  
United States of America  
Doc.no.: WIPO/INV/MTY/02/12

Mr. Andy Gibbs, Chief Executive Officer,  
PatentCafe.com, Yibbs City, California,  
United States of America  
Doc.no.: WIPO/INV/MTY/02/13

Discussion

Friday, April 19, 2002

9.00–11.00 Licensing Agreements for Technology Created through University Research Programs

Speakers: Mrs. Gloria Isl del Campo, Director General, Clarke, Modet and Co. Group (Mexico), International Delegate, Licensing Executives Society (LES/Mexico), Mexico City, Mexico

Doc.no.: WIPO/INV/MTY/02 /14

Mr. Wayne Watkins

Doc.no.: WIPO/INV/MTY/02/15

Mrs. Marli Elizabeth Ritter dos Santos

Doc.no.: WIPO/INV/MTY/02/16

Dr. Oliver Kemper

Doc.no.: WIPO/INV/MTY/02/17

Discussion

11.00–11.15 Coffeebreak

11.15–12.45 Patenting Strategies and the Patent Cooperation Treaty (PCT)

Speakers: Mr. José Germán Cavazos - Treviño, Senior Legal Officer, PCT Legal Development Division, WIPO

Doc.no.: WIPO/INV/MTY/02/18

Mr. José Represas de Almeida, President, Professional Administrators and Associates, Mexico City, Mexico

Doc.no.: WIPO/INV/MTY/02/19

Mr. John H. Hornickel

Doc.no.: WIPO/INV/MTY/02/20

Discussion

12.45–13.30 Final summary and evaluation of the Workshop

Moderator: Mr. Vladimir Yossifov

Discussion

13.30–14.00

Closing ceremony:

Mr. Jorge Amigo Castañeda  
the representative of ITESM  
the representative of WIPO

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