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| **HYBRID** |
| WIPO/IP/COMM/KLA/22/INF/1 PROV. |
| ORIGINAL: English  |
| DATE:June 10, 2022  |

**WIPO Webinar on Intellectual Property Commercialization**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Government of the Republic of Uganda

and with the assistance of

the Uganda Registration Services Bureau (URSB)

**Online, June 22 and 23, 2022**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, June 22, 2022

9.45 – 10.00 Registration

10.00 – 10.15 Opening Ceremony

Opening Remarks by:

 The representative of the Uganda Registration Services Bureau (URSB), Kampala

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

10.15 – 10.30 **Theme 1 An introduction to URSB services and recap on IP rights**

 Speaker: Mr. James Lubwama, Manager: Patents and

 Industrial Designs, Uganda Registration Services

 Bureau (URSB)

10.30 – 11.30 **Theme 2 Creating value out of IP, general principles**

  Speaker: Mr. Omer Hiziroglu, Consultant, Azur Strategy,

 France

11.30 – 11.45 Coffee break

11.45 – 12.45 **Theme 3 Value generation: Protection strategies in view**

 **Of monetization**

 Speaker: Mr. Omer Hiziroglu

12.45 – 13.45 **Theme 4 Commercialization pathways and brief intro to group**

 **study fact pattern**

 Speaker: Mr. Omer Hiziroglu

13.45 End of day one

Thursday, June 23, 2022

10.00 – 11.00 **Theme 5 IP Marketing tools & strategies**

 Speaker: Mr. Omer Hiziroglu

11.00 – 11.15Coffee break

11.15 – 12.15 **Theme 6 Valuation & Licensing**

 Speaker: Ms. Olga Spasic, Head, Technology Transfer

 Section, IP for Innovators Department (IPID),

 IP and Innovation Ecosystems Sector, WIPO

12.15 – 13.15 **Theme 7 Review of concepts through group study**

 Speaker: Mr. Omer Hiziroglu

13.15 Closure

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