



WEBINAR

WIPO/WEBINAR/CDIP/2021/3/INF/1/PROV.
ORIGINAL: ENGLISH
DATE: JUNE 10, 2021

Webinar on the Development and Use of Intellectual Property (IP) in the Commercialization of Mobile Applications

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Kenya Copyright Board (KECOBO)

GoToWebinar Platform

<https://register.gotowebinar.com/register/3044454654222025485>

Thursday, June 24, 2021

11 a.m. to 1 p.m. East Africa Time (EAT)

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, June 24, 2021 (all times are East Africa Time (EAT))

- 11.00 – 11.10 Opening ceremony
- Welcome remarks by: Mr. Edward Sigei, Executive Director, Kenya Copyright Board (KECOBO), Nairobi
- Mr. Dimiter Gantchev, Deputy Director and Head, Copyright Management Division, World Intellectual Property Organization (WIPO), Geneva
- 11.10 – 11.40 Topic 1: Conception to Monetization: Intellectual Property (IP) and Commercialization throughout the Mobile Apps' Lifecycle
- Speaker: Dr. Noam Shemtov, Reader in IP and Technology Law, Centre for Commercial Law Studies, Queen Mary University, London
- 11.40 – 12.10 Topic 2: Financing Mobile App Development and Commercialization
- Speaker: Mr. Furuzonfar Zehni, Partner, Fresco Capital, Hong Kong
- 12.10 – 12.40 Topic 3: Valuation of IP and Commercialization of Mobile Apps in Kenya
- Speaker: Dr. Isaac Rutenberg, Senior Lecturer and Director, Center for Intellectual Property and Information Technology Law (CIPIT), Strathmore Law School, Nairobi
- 12.40 – 12.55 Topic 4: Q&A and Discussion
- 12.55 – 13.00 Closing remarks by: Mr. Edward Sigei
- Mr. Dimiter Gantchev

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