



INTELLECTUAL PROPERTY PROTECTION
DIRECTORATE, MINISTRY OF INDUSTRY
AND TRADE



TRAINING OF TRAINERS PROGRAM

**WIPO/SMES/AMM/11/INF/1 PROV.
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WIPO TRAINING OF TRAINERS PROGRAM ON EFFECTIVE INTELLECTUAL PROPERTY ASSET MANAGEMENT BY SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

Organized by

the World Intellectual Property Organization (WIPO)

and

the Intellectual Property Protection Directorate, Ministry of Industry and
Trade

Amman, Kingdom of Jordan, September 18 to 22, 2011

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Sunday, September 18, 2011

9.30 – 9.45	Opening Ceremony
9.45 – 10.45	<p>Introduction to the World Intellectual Property Organization (WIPO) and its Small and Medium-sized Enterprises (SMEs) Division; Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs</p> <p>Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises Division, WIPO</p> <p>Resources: <u>Module One of IP PANORAMA</u> <u>Third WIPO-INSME International Training Program: Financing Your Business with Intellectual Property</u> <u>An Introduction to the World Intellectual Property Organization The World Intellectual Property Organization and its Program for SMEs</u> <u>Intellectual Property Management for Enhancing the Competitiveness of SMEs and Other Creative Communities</u> <u>Creative Communities IP PANORAMA TM</u></p>
10.45 – 11.00	Tea/Coffee Break
11.00 – 12.15	<p>“Making a Mark” – The Role of Trademarks in Branding</p> <p>Speaker: Ms. Najmia Rahimi, Senior Program Officer, SMEs Division, WIPO</p> <p>Resources: <u>Module Two of IP PANORAMA</u> <u>“Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprises”</u> <u>The Role of Trademarks in Marketing</u> <u>Trademark Usage: Getting the Basics Right</u> <u>The Synergy of Trademarks and Marketing</u> <u>So What are the Do's & Don'ts for Choosing a Brand?</u> <u>Independent Existence or Coexistence of Identical or Similar Trademarks</u></p>
12.15 – 14.15	Lunch Break

- 14.15 – 15.30 “Looking Good” – The Role of Industrial Designs in Branding
- Speaker: Ms. Kristina Janusauskaite, Attorney at Law
Vilnius
- Resources: [Module Two of IP PANORAMA](#)
[“Looking Good – An Introduction to Industrial Designs for Small and Medium-Sized Enterprises](#)
[The Power of Design for Marketing Success](#)
- 15.30 – 15.45 Tea/Coffee Break
- 15.45 – 17.00 “Inventing the Future” – The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace
- Speaker: Dr. Arvind Viswanathan, Chief Strategy Officer,
Xellect IP Solutions, Bangalore, India
- Resources: [Module Three of IP PANORAMA](#)
[“Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises”](#)
[Quality Patents: Claiming What Counts](#)
[Managing Patent Costs: An Overview](#)

Monday, September 19, 2011

- 9.30 – 10.45 “In Confidence” – Putting in Place a Trade Secret Protection Program in an SME
- Speaker: Ms. Najmia Rahimi
- Resources: [Module Four of IP PANORAMA](#)
[“In Confidence” \(Draft WIPO publication\)](#)
[Trade Secrets are Gold Nuggets : Protect Them](#)
[Trade Secrets: Policy Framework and Best Practices](#)
[Disclosing Confidential Information](#)
[What an Employee Needs to Know About Trade Secrets](#)
- 10.45 – 11.00 Tea/Coffee Break
- 11.00 – 12.15 “Creative Expression” - Benefiting From Your Copyright and Using the Copyright Works of Others in Your Business

Speaker: Ms. Kristina Janusauskaite

Resources: Module Five of IP PANORAMA

“Creative Expression – An Introduction to Copyright for Small and Medium-Sized Enterprises”

Copyright Protection: Reaping the Benefits of Literary or Artistic Creation

Intellectual Property in the Fashion Industry

Using Photographs of Copyrighted Works and Trademarks

Legal Pitfalls of Taking and Using Photographs of Copyright Material, Trademarks and People

What to do if you are Accused of Copyright Infringement

12.15 – 14.15

Lunch Break

14.15 – 15.30

Collective Marketing: Adding Value With Geographical Indications, Certification Marks and Collective Marks

Speaker: Ms. Kristina Janusauskaite

The Value of Collective and Certification Marks for Small Players

Using Collective Marks for the Protection of Traditional Products

Role of Intellectual Property in Enhancing the Competitiveness of the Tourism Industry

15.30 – 15.45

Tea/Coffee Break

15.45 – 17.00

IP Law and Administration in Jordan

Speaker: Local Speaker from Jordan

Tuesday, September 20, 2011

9.30 – 10.45

Intellectual Property in the Digital Economy

Speaker: Ms. Kristina Janusauskaite

Resources: Module Eight of IP PANORAMA

Business Success, Copyright and the Digital Environment

Intellectual Property and E-Commerce: How to Take Care of Your Business Website

- 10.45 – 11.00 Tea/Coffee Break
- 11.00 – 12.15 Managing Intellectual Property Assets in International Business
- Speaker: Ms. Najmia Rahimi
- Resources: Module Nine of IP PANORAMA
SMEs or Micromultinationals? Leveraging the Madrid System for International Branding
The Outsourcing Offshore Conundrum: An Intellectual Property Perspective
International Trade in Technology – Licensing of Know-How and Trade Secrets
International Trade in Technology – Licensing of Know-How and Trade Secrets
- 12.15 – 14.15 Lunch Break
- 14.15 – 15.30 Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information
- Speaker: Dr. Arvind Viswanathan
- Resources: Module Six of IP PANORAMA
Connecting Strategy and Competitive Intelligence: Refocusing Intelligence to Produce Critical Strategy Inputs
Intellectual Property Rights Information Serving Innovation
Patents in Technical Standards
Prior Art Searches: A Must for Innovative SMEs
Going Beyond the Prior Art Search
- 15.30 – 15.45 Tea/Coffee Break
- 15.45 – 17.00 Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising
- Speaker: Mr. Guriqbal Singh Jaiya
- Resources: Modules Seven and Twelve of IP PANORAMA
Exchanging Value - Negotiating Technology Licensing

Agreements - A Training Manual

Successful Technology Licensing

Franchising & Licensing - What are they? and how can you benefit from them?

IP Licensing: Reaping the Benefits

Starting a New Company: Consider Franchising as an Option

Savvy Marketing: Merchandising of Intellectual Property Rights

Role of the Intellectual Property System in Developing and Marketing of New Products

Wednesday, September 21, 2011

9.30 – 10.45	IP and Finance: Accounting and Valuation of IP Assets; IP-based Financing
	Speaker: Dr. Arvind Viswanathan
	Resources: <u>Module Eleven of IP PANORAMA</u> <u>IP Financing: the Ten Commandments</u> <u>Managing Patent Costs: An Overview</u> <u>IP Reporting</u>
10.45 – 11.00	Tea/Coffee Break
11.00 – 12.15	Enforcing Intellectual Property Rights in Jordan: Prospects and Challenges
	Speaker: Local Speaker from Jordan
12.15 – 14.15	Lunch Break
14.15 – 15.30	Role of IP Management in Effective Government- University/Research Institutes-Industry Relations
	Speaker: Mr. Guriqbal Singh Jaiya Local speaker from Jordan
15.30 – 15.45	Tea/Coffee Break
15.45 – 17.00	IP Asset Management: IP Audit and IP Due Diligence
	Speaker: Ms. Kristina Janusauskaite

Resources: Module Ten of IP PANORAMA

IP Audit: "A How To" Guide

IP Due Diligence Readiness

Thursday, September 22, 2011

- 9.30 – 10.45 Case Studies: Effective Use of Intellectual Property Assets by SMEs in their Business Strategies
- Speaker: Local speaker(s) from Jordan
Ms. Kristina Janusauskaite
Dr. Arvind Viswanathan
- 10.45 – 11.00 Tea/Coffee Break
- 11.00 – 12.15 Current and Proposed IP Information, Teaching/Training, Advice and Consulting Services for SMEs in Jordan
- Speaker: Local Speaker(s) from Jordan
- 12.15 – 14.15 Lunch Break
- 14.15 – 15.30 Round Table Discussions: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Jordan
- Moderator: Mr. Guriqbal Singh Jaiya
- Discussants: Representative(s) of SME Support Institution in the Syrian Arab Republic, Ms. Janusauskaite, Dr. Arvind Viswanathan and Ms. Rahimi
- 15.30 – 15.45 Tea/Coffee Break
- 15.45 – 17.00 Written Test (open book) for Evaluation of Participants
- 17.00– 17.30 Summing up and Closing Ceremony

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