



INTELLECTUAL  
PROPERTY OFFICE  
BRUNEI DARUSSALAM



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## TRAINING OF TRAINERS PROGRAM

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WIPO/SMES/BWN/13  
ORIGINAL: ENGLISH  
DATE: APRIL 15, 2013

### **Training of the 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 Brunei Intellectual Property Office (BRUIPO), the Brunei Economic Development Board  
(BEDB), Brunei Darussalam

**Bandar Seri Begawan, September 10 to 12, 2013**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Tuesday, September 10, 2013

- 9.30 – 9.45                      Opening Ceremony
- Welcome addresses by:
- Dr. Haji Abdul Manaf Bin Haji Metussin, Deputy CEO of the Brunei Economic Development Board, Bandar Seri Begawan
- Mr. Siyoung Park, Counsellor, Small and Medium-sized Enterprises (SMEs) Section, WIPO, Geneva
- 9.45 – 10.30                      **Topic 1**  
**Introduction to the World Intellectual Property Organization (WIPO) and its Small and Medium-sized Enterprises (SMEs) Section; Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs**
- Speaker:                      Mr. Siyoung Park
- Resource:                      Module One of IP PANORAMA
- 10.30 – 10.45                      Tea/Coffee Break
- 10.45 – 11.30                      **Topic 2**  
**“Making a Mark” – The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace**
- Speaker:                      Mr. Daniel Q. Greif, Head of Intellectual Property Practice Siam Premier International Law Office Limited, Bangkok
- Resources:                      Module Two of IP PANORAMA
- “Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprise”
- 11.30 – 12.15                      **Topic 3**  
**“Looking Good” – The Appeal of Designs in Getting Noticed by the Customer**
- Speaker:                      Prof. A. Damodaran, Professor and MHRD Chair on IP Management, Indian Institute of Management, Bangalore, India
- Resources:                      Module Two of IP PANORAMA
- “Looking Good”
- 12.15 – 13.30                      Lunch Break

13.30 – 14.15

**Topic 4**  
**Building a Competitive Edge: Protecting Inventions by Patents and Utility Models**

Speaker: Mr. Siyoung Park

Resources: Module Three of IP PANORAMA

“Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises”

14.15 – 15.00

**Topic 5**  
**“Creative Expression” – Benefitting from your Copyright and Using the Copyright Works of Others in your Business**

Speaker: Prof. A. Damodaran

Resources: Module Five of IP PANORAMA

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

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.00

**Topic 6**  
**“In Confidence” – Putting in Place a Trade Secret Protection Program**

Speaker: Mr. Daniel Q. Greif

Resources: Module Four of IP PANORAMA  
“In Confidence”

Wednesday, September 11, 2013

9.30 – 10.15

**Topic 7**  
**Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information – Practical Exercise**

Speaker: Mr. Siyoung Park

Resource: Module Six of IP PANORAMA

10.15 – 10.30

Tea/Coffee Break

10.30 – 11.15

**Topic 8**  
**Intellectual Property in the Digital Economy**

Speaker: Mr. Daniel Q. Greif

Resource: Module Eight of IP PANORAMA

11.15 – 12.00

**Topic 9**  
**Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks**

Speaker: Prof. A. Damodaran

12.00 – 13.30

Lunch Break

13.30 – 14.15

**Topic 10**  
**Exploiting Intellectual Property Assets: Overview of Licensing, Franchising and Merchandising**

Speaker: Mr. Daniel Q. Greif

Resources: Modules Seven and Twelve of IP PANORAMA

14.15 – 15.00

**Topic 11**  
**IP Law and Administration in Brunei**

Speaker: Mr. Bakhtiar Hafeez Bandial, Asst. Registrar, BrulPO

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.00

**Topic 12**  
**Intellectual Property Issues in International Business**

Speaker: Mr. Siyoung Park

Resource: Module Nine of IP PANORAMA

Thursday, September 12, 2013

9.30 – 10.15

**Topic 13**  
**IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing**

Speaker: Prof. A. Damodaran

Resource: Model Eleven of IP PANORAMA

10.15 – 10.30	Tea/Coffee Break
10.30 – 11.15	<b>Topic 14</b> <b>Enforcing Intellectual Property Rights in Brunei</b>  Speaker: Mr. PENGIRAN IZAD-RYAN B PLKDR PENGIRAN HAJI BAHRIN, Partner, Messrs Pengiran Izad & Lee
11.15 – 12.00	<b>Topic 15</b> <b>IP Asset Management: IP Audit and IP Due Diligence</b>  Speaker: Prof. A. Damodarn  Resource: Module Ten of IP PANORAMA
12.00 – 13.30	Lunch Break
13.30 – 14.15	<b>Topic 16</b> <b>Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies</b>  Speakers: Mr. Daniel Q. Greif
14.15 – 15.00	<b>Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Brunei</b>  Moderator: Mr. Siyoung Park Discussants: Mr. Siyoung Park International and Local Speakers
15.00 – 15.15	Tea/Coffee Break
15.15 – 16.15	Written Test (open book) for Evaluation of Participants
16.15 – 16.30	Summing up and Closing Ceremony

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