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## TRAINING OF TRAINERS PROGRAM

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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 SME Division, Ministry of Economy and Trade

**Damascus, Syrian Arab Republic, January 16 to 20, 2011**

PROVISIONAL PROGRAM

prepared by the international bureau of WIPO

Sunday, January 16, 2011

- 9.30 – 9.45                      Opening Ceremony
- 9.45 – 10.45                    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
- Speaker:    Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises Division, WIPO
- Resources: [Module One of IP PANORAMA](#)  
[Third WIPO-INSME International Training Program: Financing Your Business with Intellectual Property](#)  
[An Introduction to the World Intellectual Property Organization](#)  
[The World Intellectual Property Organization and its Program for SMEs](#)  
[Intellectual Property Management for Enhancing the Competitiveness of SMEs and Other Creative Communities](#)  
[IP PANORAMA™](#)
- 10.45 – 11.00                    Tea/Coffee Break
- 11.00 – 12.00                    “Making a Mark” – The Role of Trademarks in Branding
- Speaker:    Ms. Najmia Rahimi, Senior Program Officer, SMEs Division, WIPO
- Resources:    [Module Two of IP PANORAMA](#)  
[“Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprises”](#)  
[The Role of Trademarks in Marketing](#)  
[Trademark Usage: Getting the Basics Right](#)  
[The Synergy of Trademarks and Marketing](#)  
[So What are the Do's & Dont's for Choosing a Brand?](#)  
[Independent Existence or Coexistence of Identical or Similar Trademarks](#)
- 12.15 – 13.45                    Lunch Break
- 13.45 – 15.00                    “Looking Good” – The Role of Design in Branding
- Speaker:    Ms. Kristina Janusauskaite, Attorney at Law, Vilnius

Resources: [Module Two of IP PANORAMA](#)  
[The Power of Design for Marketing Success](#)

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.30

[“Inventing the Future” – The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace](#)

Speaker: Ms. Sunita Sreedharan, Chief Executive Officer,  
SKS Law Associates, New Delhi

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, January 17, 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 – 13.45 Lunch Break

13.45 – 15.00 Collective Marketing: Adding Value With Geographical Indications, Certification Marks and Collective Marks

Speaker: Ms. Sunita Sreedharan

[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](#)

15.00 – 15.15 Tea/Coffee Break

15.15 – 16.30 IP Law and Administration in the Syrian Arab Republic

Speaker: Mr. Mahmoud Zaki Shams  
 Lawyer – Damascus Bar Association

Tuesday, January 18, 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](#)

- 12.15 – 13.45 Lunch Break
- 13.45 – 15.00 Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information
- Speaker: Ms. Sunita Sreedharan
- 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](#)  
[http://osint.pbworks.com/f/Fahey\\_2007.pdf](http://osint.pbworks.com/f/Fahey_2007.pdf)
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 16.30 Exploiting Intellectual Property Assets; Overview of 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, January 19, 2011

- 9.30 – 10.45 IP and Finance: Accounting and Valuation of IP Assets; IP-based Financing
- Speaker: Mr. Guriqbal Singh Jaiya
- Resources: [Module Eleven of IP PANORAMA](#)

[IP Financing: the Ten Commandments](#)  
[Managing Patent Costs: An Overview](#)  
[IP Reporting](#)

- 10.45 – 11.00 Tea/Coffee Break
- 11.00 – 12.15 Enforcing Intellectual Property Rights in the Syrian Arab Republic
- Speaker: Mr. Fawaz Salh  
Assistant lecturer at Faculty of law-Department of Civil Law
- 12.15 – 13.45 Lunch Break
- 13.45 – 15.00 Role of IP Management in Effective Government-University/Research Institutes-Industry Relations
- Speaker: Mr. Guriqbal Singh Jaiya  
Local speaker from the Syrian Arab Republic
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 16.30 IP Asset Management: IP Audit and IP Due Diligence
- Speaker: Ms. Sunita Sreedharan  
Resources: [Module Ten of IP PANORAMA](#)  
[http://www.wipo.int/sme/en/documents/ip\\_audit.htm](http://www.wipo.int/sme/en/documents/ip_audit.htm) (IP Audit: How to guide)  
[IP Due Diligence Readiness](#)

Thursday, January 20, 2011

- 9.30 – 10.45 Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies
- Speakers: Mr. Safwan Arafah  
Ms. Kristina Janusauskaite  
Ms. Sunita Sreedharan
- 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 Syria

Speaker: Mr. Yaser Sad: Head of International Agreements Division \_IP directorate at MoET- Director of AI Bassel Exhibition for Innovation

12.15 – 13.45

Lunch Break

13.45 – 15.00

Creating a Tool Box of Support Services: Basic IP Services to be Provided by SMEs Support Institutions in the Syrian Arab Republic

Moderator: Mr. Guriqbal Singh Jaiya

Speaker: Dr. Mohammad Wardeh Head of Syrian Inventor Association

Mr. Gahssan Al Eed: Deputy Minister of Economy and Trade  
Representatives from SMEs and IP directorate in MoET

Mr. Guriqbal Singh Jaiya: Director of SMEs Division –WIPO,  
Ms. Janusauskaite, Ms. Sreedharan and Ms. Rahimi

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.30

Written Test (open book) for Evaluation of Participants

16.30 – 17.00

Summing up and Closing Ceremony