

مؤسسة محمد بن راشد للتنمية
المشاريع الصغيرة والمتوسطة
DUBAI SME



An Agency of the Department of Economic
Development - **Government of Dubai**

MOHAMMED BIN RASHID
ESTABLISHMENT FOR SME DEVELOPMENT



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

TRAINING OF TRAINERS PROGRAM

**WIPO/IP/DUB/10/INF/1 PROV.
ORIGINAL: ENGLISH**

DATE: DECEMBER 23 2010

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 Mohammed Bin Rashid Establishment for SME Development

Dubai, United Arab Emirates, December 19 to 23, 2010

PROGRAM
prepared by the international bureau of WIPO

Sunday, December 19, 2010

- 9.30 – 9.45 Opening Ceremony
- Representative of WIPO: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises Division, WIPO, Geneva, Switzerland
- Representative of MBRE for SME Development: Mr. Alexander Williams, Director, Strategy and Policy, Mohammed Bin Rashid Establishment for SME Development, Dubai, United Arab Emirates
- 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
- Resources: [Module One of IP PANORAMA](#)
[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 – 12.15 [“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 – 14.15 Lunch Break

14.15 – 15.30 [“Looking Good” – The Role of Design in Branding](#)

Speaker: Ms. Ana Barbara Ribeiro Ramalho, Researcher, University of Amsterdam, Amsterdam, The Netherlands

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: Ms. Rachna Singh Puri, Chief Executive 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, December 20, 20109.30 – 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. Ana Barbara Ribeiro Ramalho
- 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. Rachna Singh Puri
- Resources:
[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 the United Arab Emirates
- Speakers: Mr. Omar M. Obeidat, Partner, Al Tamimi & Company
 Mr. Omar Shteivi, Chairman, Gulf Brand Protection Owners’ Group

Tuesday, December 21, 2010

- 9.30 – 10.45 [Intellectual Property in the Digital Economy](#)
- Speaker: Ms. Ana Barbara Ribeiro Ramalho
- 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: Ms. Rachna Singh Puri

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; 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, December 22, 2010

9.30 – 10.45 [IP and Finance: Accounting and Valuation of IP Assets; IP-based Financing](#)

Speaker: Ms. Rachna Singh Puri

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 United Arab Emirates

Speaker: **Local speaker from the United Arab Emirates**

12.15 – 14.15 Lunch Break

14.15 – 15.30 [Role of IP Management in Effective Government-University/Research Institutes-Industry Relations](#)

Speakers: Mr. Guriqbal Singh Jaiya
Local speaker from the United Arab Emirates

Resources: [IP Ownership: Avoiding Disputes](#)

15.30 – 15.45 Tea/Coffee Break

15.45 – 17.00 [Protecting Trademarks and Copyright in the Digital Age – UAE Perspectives](#)

Speaker: Ms. Joycia Young, Partner, Intellectual Property Group, Clyde & Co
LLP, Dubai, UAE

Thursday, December 23, 2010

9.30 – 10.45

[IP Asset Management: IP Audit and IP Due Diligence](#)

Speaker: Ms. Rachna Singh Puri

Resources: [Module Ten of IP PANORAMA](#)

http://www.wipo.int/sme/en/documents/ip_audit.htm (IP Audit: How to guide)

[IP Due Diligence Readiness](#)

10.45 – 11.00

Tea/Coffee Break

11.00 – 12.15

Current and Proposed IP Information, Teaching/Training, Advice and Consulting Services for entrepreneurs and SMEs in the United Arab Emirates

Speakers: **Representative(s) of Other SME Support Institution in the UAE/Dubai**

12.15 – 14.15

Lunch Break

14.15 – 15.30

Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in the UAE/Dubai

Moderator: Mr. Guriqbal Singh Jaiya

Discussants: Representative(s) of SME Support Institution in the United Arab Emirates, Ms. Rachna Singh Puri, Ms. Ana Barbara Ribeiro Ramalho, Ms. Najmia 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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