



جمعية الإمارات للملكية الفكرية  
Emirates Intellectual Property Association

EIPA



مؤسسة محمد بن راشد للتنمية  
المتنارية الصغيرة والمتوسطة  
DUBAI SME  
إحدى مؤسسات دائرة التنمية الاقتصادية - حكومة دبي  
An Agency of the Department of Economic Development - Government of Dubai

DUBAI SME




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## TRAINING OF TRAINERS PROGRAM

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WIPO/SMES/DUB/14/INF/1 PROV.

ORIGINAL: ENGLISH  
DATE: OCTOBER 8, 2014

### **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)  
the Ministry of Economy, Government of United Arab Emirates,  
the Emirates Intellectual Property Association (EIPA), and  
Dubai SME

**Dubai, United Arab Emirates, October 13 to 15, 2014**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Monday, October 13, 2014

- 8.45 – 9.15                      Opening Ceremony
- Welcome addresses by:
- The representative of the Emirates Intellectual Property Association (EIPA)
- The representative of the Dubai SME, Dubai Department of Economic Development, United Arab Emirates
- The representative of the World Intellectual Property Organization (WIPO)
- 9.15 – 10.00                      **Topic 1**  
**Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs**
- Speaker:                      Mr. Anil Sinha, Head, Small and Medium-sized Enterprises (SMEs) Section, WIPO, Geneva, Switzerland
- Resource:                      Module One of IP PANORAMA
- 10.00 – 10.30                      Tea/Coffee Break
- 10.30 – 11.15                      **Topic 2**  
**“Making a Mark” – The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace**
- Speaker:                      Mr. Jon Parker, Head of Trade Marks, Clyde & Co, Dubai, United Arab Emirates
- Resources:                      Module Two of IP PANORAMA
- “Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprise”
- 11.15 – 12.00                      **Topic 3**  
**“Looking Good” – The Appeal of Designs in Getting Noticed by the Customer**
- Speaker:                      Mr. Pierre El Khoury, Professor, University La Sagesse, Beirut, Lebanon
- Resources:                      Module Two of IP PANORAMA
- “Looking Good– An Introduction to Industrial Designs for Small and Medium-Sized Enterprise”

- 12.00 – 12.45      **Topic 4**  
**Building a Competitive Edge: Protecting Inventions by Patents and Utility Models**
- Speaker:            Mr. Anil Sinha
- Resources:        Module Three of IP PANORAMA
- “Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises”
- 12.45 – 13.15      Tea/Coffee Break
- 13.15 – 14.00      **Topic 5**  
**“Creative Expression” – Benefitting from your Copyright and Using the Copyright Works of Others in your Business**
- Speaker:            Prof. A. Damodaran, Professor and MHRD Chair on IP Management, Indian Institute of Management, Bangalore, India
- Resources:        Module Five of IP PANORAMA
- “Creative Expression – An Introduction to Copyright for Small and Medium-Sized Enterprises
- 14.00 – 14.45      **Topic 6**  
**“In Confidence” – Putting in Place a Trade Secret Protection Program**
- Speaker:            Mr. Pierre El Khoury
- Resources:        Module Four of IP PANORAMA
- “In Confidence – Managing Intellectual Property Issues in Franchising”

Tuesday, October 14, 2014

- 9.00 – 10.00      **Topic 7**  
**Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information – Practical Exercise**
- Speaker:            Mr. Pierre El Khoury
- Resource:          Module Six of IP PANORAMA
- 10.00 – 10.30      Tea/Coffee Break

10.30 – 11.15

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

Speaker: Mr. Pierre El Khoury

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 – 12.45

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

Speaker: Prof. A. Damodaran

Resources: Modules Seven, Twelve and Thirteen of IP PANORAMA

12.45 – 13.15

Tea/Coffee Break

13.15 – 14.15

**Topic 11**  
**IP Law and Administration in the United Arab Emirates**

Speaker: Mr. Baker Istiah, Advisor,  
Emirates Intellectual Property Association,  
United Arab Emirates

14.15 – 15.00

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

Speaker: Mr. Anil Sinha

Resource: Module Nine of IP PANORAMA

Wednesday, October 15, 2014

9.00 – 10.00

**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

10.00 – 10.30	Tea/Coffee Break
10.30 – 11.15	<b>Topic 14</b> <b>Enforcing Intellectual Property Rights in the United Arab Emirates</b>  Speaker: Dr. Abdelrahman Almuaini, Secretary General, Emirates Intellectual Property Association, United Arab Emirates
11.15 – 12.00	<b>Topic 15</b> <b>IP Asset Management: IP Audit and IP Due Diligence</b>  Speaker: Prof. A. Damodaran  Resource: Module Ten of IP PANORAMA
12.00 – 13.00	<b>Topic 16</b> <b>Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies</b>  Speakers: Prof. A. Damodaran Mr. Pierre El Khoury
13.00 – 13.30	Tea/Coffee Break
13.30 – 14.30	<b>Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in the United Arab Emirates</b>  Moderator: Emirates Intellectual Property Association (EIPA)  Discussants: Mr. Anil Sinha International and Local Speakers
14.30 – 15.30	Written Test (open book) for Evaluation of Participants
15.30 – 15.45	Summing up and Closing Ceremony

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