



TRAINING OF TRAINERS PROGRAM

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)
the Intellectual Property Office of Papua New Guinea (IPOPNG)
and the Small Business Development Cooperation (SBDC)

Port Moresby, November 26 to 28, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 26, 2014

- 9.30 – 9.45 Opening Ceremony
- Welcome addresses by:
- The Representative of the Intellectual Property Office of Papua New Guinea (IPOPNG), Port Moresby
- The Representative of the World Intellectual Property Organization (WIPO), Geneva
- 9.45 – 10.30 **Topic 1**
Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of Small and Medium Sized Enterprises (SMEs)
- Speaker: Mr. Siyoung Park, Counsellor, Small and Medium-sized Enterprises (SMEs) Section, WIPO, Geneva
- 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. Philip Mendes, IP Lawyer, Innovation Law, Brisbane, Australia
- 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: Ms. Susanna Leong, Vice Dean of Graduate Studies Office, NUS Business School, Singapore
- 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: Ms. Susanna Leong

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. Philip Mendes

Resources: Module Four of IP PANORAMA

“In Confidence”

Thursday, November 27, 2014

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: Ms. Susanna Leong

Resource: Module Eight of IP PANORAMA

11.15 – 12.00 **Topic 9
Intellectual Property Issues in International Business**

Speaker: Mr. Siyoung Park

Resource: Module Nine of IP PANORAMA

12.00 – 13.30 Lunch Break

13.30 – 14.15 **Topic 10
Exploiting Intellectual Property Assets: Overview of Licensing,
Franchising and Merchandising**

Speaker: Mr. Philip Mendes

Resources: Modules Seven and Twelve of IP PANORAMA

14.15 – 15.00 **Topic 11
IP Law and Administration in Papua New Guinea**

Speaker: Local Speaker

15.00 – 15.15 Tea/Coffee Break

15.15 – 16.00 **Topic 12
Collective Marketing: Adding Value through Geographical
Indications, Certification Marks and Collective Marks**

Speaker: Ms. Susanna Leong

Friday, November 28, 2014

- 9.30 – 10.15 **Topic 13**
IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing
- Speaker: Mr. Philip Mendes
- Resource: Model Eleven of IP PANORAMA
- 10.15 – 10.30 Tea/Coffee Break
- 10.30 – 11.15 **Topic 14**
Enforcing Intellectual Property Rights in Papua New Guinea
- Speaker: Local Speaker
- 11.15 – 12.00 **Topic 15**
Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies
- Speaker: Ms. Susanna Leong
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.15 **Topic 16**
Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies
- Speaker: Mr. Philip Mendes
- 14.15 – 15.00 **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Papua New Guinea**
- Moderator: Mrs. Amelia Na'aru, Registrar, Intellectual Property Office of Papua New Guinea
- Discussants: Mr. Siyoung Park and International and Local Speakers
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 15.45 Written Test (open book) for Evaluation of Participants
- 15.45 – 16.00 Summing up and Closing Ceremony

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