



KING ABDULAZIZ CITY OF SCIENCE
AND TECHNOLOGY



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/RYPD/11/INF/1 PROV.
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WIPO TRAINING OF TRAINERS PROGRAM ON EFFECTIVE INTELLECTUAL PROPERTY ASSET MANAGEMENT BY SMALL AND MEDIUM-SIZED ENTERPRISES

Organized by

the World Intellectual Property Organization (WIPO)

and

the King Abdulaziz City for Science and Technology (KACST)

Riyadh, Kingdom of Saudi Arabia, January 29 to February 2, 2011

PROVISIONAL PROGRAM

prepared by the international bureau of WIPO

Saturday, January 29, 2011

- 8.30 – 8.45 Opening Ceremony
- Representative of WIPO: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises Division, WIPO, Geneva, Switzerland
- Representative of King Abdulaziz City for Science and Technology
- 8.45 – 10.00 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, Geneva, Switzerland
- 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 Creative Communities](#)
- [IP PANORAMA TM](#)
- 10.00 – 10.15 Tea/Coffee Break
- 10.15 – 11.30 “Making a Mark” – The Role of Trademarks in Branding
- Speaker: Ms. Najmia Rahimi, Senior Program Officer, SMEs Division, WIPO, Geneva, Switzerland
- 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 & Don'ts for Choosing a Brand?](#)

[Independent Existence or Coexistence of Identical or Similar Trademarks](#)

11.30 – 12.30

Lunch Break

12.30 – 13.45

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

Speaker: Ms. Larysa Kushner, Consultant, Minsk, Belarus

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](#)

13.45 – 15.00

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

Speaker: Ms. Rachna Singh Puri, CEO, 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](#)

Sunday January 30, 2011

8.30 – 9.45

[“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](#)

9.45 – 10.00

Tea/Coffee Break

10.00 – 11.30

[“Creative Expression” - Benefiting From Your Copyright and Using the Copyright Works of Others in Your Business](#)

Speaker: Ms. Larysa Kushner

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](#)

11.30 – 12.30

Lunch Break

12.30 – 13.45

[Collective Marketing: Adding Value With Geographical Indications, Certification Marks and Collective Marks](#)

Speaker: Ms. Rachna Singh Puri

[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](#)

13.45 – 15.00

IP Law and Administration in Saudi Arabia

Speaker: Local speaker from Saudi Arabia

[Monday, January 31, 2011](#)

8.30 – 9.45

[Intellectual Property in the Digital Economy](#)

Speaker: Ms. Larysa Kushner

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](#)

9.45 – 10.00

Tea/Coffee Break

10.00 – 11.30

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](#)

11.30 – 12.30

Lunch Break

12.30 – 13.45

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](#)

13.45 – 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](#)

Tuesday, February 1, 2011

8.30 – 9.45

IP and Finance: Accounting and Valuation of IP Assets and 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](#)

9.45 – 10.00

Tea/Coffee Break

10.00 – 11.30

Enforcing Intellectual Property Rights in Saudi Arabia

Speaker: Local Speaker from Saudi Arabia

11.30 – 12.30

Lunch Break

12.30 – 13.45

Role of IP Management in Effective Government-University/Research Institutes-Industry Relations

Speaker: Mr. Guriqbal Singh Jaiya

Local Speaker from Saudi Arabia

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

[Technology Transfer, Intellectual property and Effective University-Industry Partnerships: The Experience of China, India, Japan, Philippines, the Republic of Korea, Singapore and Thailand](#)

13.45 – 15.00 [IP Asset Management: IP Audit and IP Due Diligence](#)

Speaker: Ms. Rachna Singh Puri

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

[IP Audit: "A How To" Guide](#)

[IP Due Diligence Readiness](#)

Wednesday, February 2, 2011

8.30 – 9.45 Case Studies or Group Exercise: Effective Use of Intellectual Property Assets by SMEs in their Business Strategies

Speaker: Local expert(s) from Saudi Arabia

Ms. Rachna Singh Puri

Ms. Larysa Kushner

Resources: Module Ten of IP PANORAMA

9.45 – 10.00 Tea/Coffee Break

10.00 – 11.30 Current and Proposed IP Information, Teaching/Training, Advice and Consulting Services for SMEs in Saudi Arabia

Speaker: Local Speakers from Saudi Arabia

11.30 – 12.30 Lunch Break

12.30– 13.45 Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Saudi Arabia

Moderator: Mr. Guriqbal Singh Jaiya

Discussants: Representative(s) of SME Support Institution in Saudi Arabia, Ms. Rachna Singh Puri, Ms. Larysa Kushner,

and Ms. Rahimi

13.45 – 15.00 Written Test (open book) for Evaluation of Participants

15.00– 15.30 Feedback from participants, summing up and closing
ceremony

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