



Intellectual Property
Office of Mongolia



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/ULN/13
ORIGINAL: ENGLISH
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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)
and the Intellectual Property Office of Mongolia (IPOM), Mongolia

Ulaanbaatar, October 8 to 10, 2013

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, October 8, 2013

- 9.30 – 9.45 Opening Ceremony
- Welcome addresses by:
- Mr. Namjil Chinbat, Director General, Intellectual Property Office of Mongolia (IPOM), Ulaanbaatar
- Mr. Siyoung Park, Counsellor, Small and Medium-sized Enterprises (SMEs) Section, WIPO, Geneva
- 9.45 – 10.30 **Topic 1**
Introduction to the World Intellectual Property Organization (WIPO) and its Small and Medium-sized Enterprises (SMEs) Section; Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs
- Speaker: Mr. Siyoung Park
- 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: Prof. Susanna Leong, Vice Dean of Graduate Studies Office, NUS Business School, National University of Singapore, Singapore
- 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: Prof. A. Damodaran, Professor and MHRD Chair on IP Management, Institute of Management, Bangalore, India
- 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: Prof. A. Damodaran

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: Prof. Susanna Leong

Resources: Module Four of IP PANORAMA
“In Confidence”

Wednesday, October 9, 2013

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: Prof. Susanna Leong
- 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 – 13.30 Lunch Break
- 13.30 – 14.15 **Topic 10**
Exploiting Intellectual Property Assets: Overview of Licensing, Franchising and Merchandising
- Speaker: Prof. Susanna Leong
- Resources: Modules Seven and Twelve of IP PANORAMA
- 14.15 – 15.00 **Topic 11**
IP Law and Administration in Mongolia
- Speaker: Ms. ODGEREL Erdembileg, Planning and Policy Officer, IPOM
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 16.00 **Topic 12**
Intellectual Property Issues in International Business
- Speaker: Mr. Siyoung Park
- Resource: Module Nine of IP PANORAMA

Thursday, October 10, 2013

- 9.30 – 10.15 **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

10.15 – 10.30	Tea/Coffee Break
10.30 – 11.15	Topic 14 Enforcing Intellectual Property Rights in Mongolia Speaker: Mr. DELGERTSOO Dorjsuren, Head of the Enforcement Division, IPOM
11.15 – 12.00	Topic 15 IP Asset Management: IP Audit and IP Due Diligence Speaker: Prof. A. Damodaran Resource: Module Ten of IP PANORAMA
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 Speakers: Prof. Susanna Leong
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 Mongolia Moderator: Mr. Siyoung Park Discussants: Mr. Siyoung Park International and Local Speakers
15.00 – 15.15	Tea/Coffee Break
15.15 – 16.15	Written Test (open book) for Evaluation of Participants
16.15 – 16.30	Summing up and Closing Ceremony

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