



جمعية حماية المنتجات والعلامات التجارية - لبنان

TRAINING OF TRAINERS PROGRAM

WIPO/SMES/BEY/14/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: AUGUST 11, 2014

WIPO Advanced 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)

in cooperation with
the Ministry of Economy and Trade, Republic of Lebanon

Beirut, August 25 to 27, 2014

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

Monday, August 25, 2014

9.00 – 9.30

Opening Ceremony

Address by ECOSOC President
Address by WIPO Representative

13.45 – 14.30 **Topic 6:** **The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace**

Speaker: Nassib Elia - Judge

Resources: Module Three of IP PANORAMA

“Inventing the Future” – An Introduction to Patents for Small and Medium-Sized Enterprises

Tuesday, August 26, 2014

9.00 – 10.15 **Topic 7:** **Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising**

Speaker: Mr. Giulio Zanetti

Resources: Modules Seven and Twelve of IP PANORAMA

Exchanging Value – Negotiating Technology Licensing Agreements – A Training Manual and In Good Company - Managing Intellectual Property Issues in Franchising

10.15 – 11.30 **Topic 8:** **Case Study and Group Exercise on Licensing**

Speaker: Mr. Giulio Zanetti

11.30 – 11.45 **Coffee Break**

11.45 – 12.30 **Topic 9:** **Benefiting From Your Copyright and Using the Copyright Works of Others in Your Business**

Speaker: Professor Edouard Treppoz, Academic Director LLM International and European Business Law, Faculty of Law, Université Jean Moulin Lyon 3, Lyon, France

Resources: Module Five of IP PANORAMA

“Creative Expression” – An Introduction to Copyright for Small and Medium-Sized Enterprises

12.30 – 13.15 **Topic 10:** **Intellectual Property in the Digital Economy**

Speaker: Professor Edouard Treppoz

Resources: Module Eight of IP PANORAMA

13.15 – 14.15 **Topic 11:** **Audit, Accounting and Valuation of IP Assets: IP-based Financing**
Speaker: Dr. Mowafak Al Yafi, Managing Partner Grant Thornton Lebanon, Beirut

Wednesday, August 27, 2014

9.00 – 10.00 **Topic 12:** **Case Study and Group Exercise: Challenges for Lebanese SMEs in Effectively using Copyright for Business Success**

Speaker(s): Professor Edouard Treppoz

10.00 – 10.45 **Topic 13:** **Collective Marketing: Adding Value with GIs, Certification Marks and Collective Marks**

Speaker: Mr. Anil Sinha

Resources: Module Nine of IP PANORAMA

10.45 – 11.00 **Coffee Break**

11.00 – 11.30 **Topic 14:** **Case Study and Group Exercise on Geographical Indications**

Speaker: Mr. Anil Sinha

11.30 – 12.45 **Topic 15:** **Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information – Practical Exercise**

Speaker: Pierre El Khoury, Dr.

Resources: Module Six of IP PANORAMA

12.45 – 14.00 **Topic 16:** **Innovative and Creative Talents in Lebanon and their Interaction with Intellectual Property**

Speaker: Mrs. Rana Chemaitely, Inventor

14.00 – 14.30 Resources:

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