





## 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

Address by Ministry of Economy and Trade

9.30 – 10.15 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 Section, Innovation Division, World Intellectual Property

Organization (WIPO)

Resources: Module One of IP PANORAMA

10.15 – 10.30 Tea/Coffee Break

10.30 – 11.45 Topic 2: The Role of Trademarks and Industrial Designs in

**Branding** 

Speaker: Mr. Giulio Zanetti, Adjunct Professor,

Loyola University Chicago and International Consultant, Rome, Italy

Resources: Module Two of IP PANORAMA

"Making a Mark" – An Introduction to Trademarks for Small and Medium-Sized

Enterprises

Looking Good" – An Introduction to Industrial Designs for Small and Medium-

sized Enterprises

11.45 – 12.30 Topic 3: Case Study on IP and Branding followed by Group

**Exercise** 

Speaker: Mr. Giulio Zanetti

Resources:

12.30 – 13.00 Topic 4: Overview of Intellectual Property Legislation in Lebanon

Speaker(s): Wissam El Amil - IP Expert

Head of the IP Unit

13.00 – 13.45 Topic 5: Overview of the Main Initiatives and Programs to Support the

SMEs Sector in Lebanon

Speaker(s): Zeina El Khoury

Head of Enterprise Team

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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