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 Turkish Patent Institute (TPI)
and the Ege University

Izmir, Turkey, November 12 and 13, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
Wednesday, November 12, 2014

09.00 – 09.15  Opening Ceremony

Welcome addresses by:

Prof. Dr. Fazilet Vardar Sukan, Director
Ege University EBILTEM Technology Transfer Office, Izmir

Mr. Siyoung Park, Counsellor, Small and Medium-sized Enterprises (SMEs) Section, WIPO, Geneva

09.15 – 10.15  Topic 1
Building a Competitive Edge: Protecting Inventions by Patents and Utility Models

Speaker: Mr. Siyoung Park, Counsellor, Small and Medium-sized Enterprises (SMEs) Section, WIPO

10.15 – 10.30  Tea/Coffee Break

10.30 – 11.30  Topic 2
Exploiting Intellectual Property Assets: Overview of Licensing, Franchising and Merchandising

Speaker: Prof. Dr. jur. Christian Czychowski, Attorney at Law, Partner, Boehmert & Boehmert, Berlin, Germany

11.30 – 12.30  Topic 3
Patent Searching

Speaker: Mustafa Cakir, Unit Manager, IP and Licensing, EBILTEM Technology Transfer Office

12.30 – 14.00  Lunch Break

14.00 – 15.00  Topic 4
“In Confidence” – Putting in Place a Trade Secret Protection Program

Speaker: Mr. Siyoung Park

15.00 – 15.15  Tea/Coffee Break

15.15 – 16.15  Topic 5
Financial Terms of Licensing Agreement: Valuation and Forms of Payment

Speaker: Prof. Dr. jur. Christian Czychowski

16.15 – 17.15  Topic 6
Exercises on IP Valuation

Speaker: Prof. Dr. jur. Christian Czychowski
Thursday, November 13, 2014

09.00 – 10.00  
**Topic 7**  
Intellectual Property Issues in International Business  
Speaker: Mr. Siyoung Park

10.00 – 10.15  
**Tea/Coffee Break**

10.15 – 11.15  
**Topic 8**  
Licensing Negotiation  
Speaker: Prof. Dr. jur. Christian Czychowski

11.15 – 11.45  
**Topic 9**  
Patent Funding System in Turkey  
Speaker: Mehmet Nursad Sozer, Patent Examiner, Turkish Patent Institute

11.45 – 12.15  
**Topic 10**  
A New Interface for IP Asset Management: "Technology Transfer Platform"  
Speaker: Mehmet Nursad Sozer, Turkish Patent Institute

12.15 – 14.00  
**Lunch Break**

14.00 – 15.00  
**Topic 11**  
Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information  
Speaker: Mr. Siyoung Park

15.00 – 15.15  
**Tea/Coffee Break**

15.15 – 16.15  
**Topic 12**  
Drafting of Licensing Contracts  
Speaker: Prof. Dr. jur. Christian Czychowski

16.15 – 17.00  
**Topic 13**  
Introduction of EU IPR Helpdesk Services  
Speaker: Mustafa Cakir, EBILTEM Technology Transfer Office

17.00 – 17.15  
**Summing up and Closing Ceremony**  
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