



SUMMER SCHOOL

WIPO/ACAD//20/INF.1
ORIGINAL: ENGLISH
DATE: AUGUST 2021

WIPO – IOPHL Summer School on Intellectual Property in Emerging Economies

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Intellectual Property Office of the Philippines

PROVISIONAL PROGRAM FOR 2021 EDITION

prepared by the International Bureau of WIPO and the Intellectual Property Academy of the Intellectual Property Office of the Philippines.

WEEK 1

Monday

12.00 – 13.00	Registration and Administrative Matters
13.00 – 13.35	Opening ceremonies, welcome address, and keynote speeches
13.35 – 13.50	Presentation of the Program and the Participants
13.50 – 14.50	Topic 1: The Intellectual Property System in Emerging Economies: The Philippine Experience
14.50 – 15.00	Virtual Tour of the Intellectual Property Office of the Philippines
15.00 – 15.15	Health Break
15.15 – 16.45	Topic 2: World Intellectual Property Organization: Functions, Mandates and Current Developments
16.45 – 16.55	Groupings and Discussion of Learning Activities and Final Requirements
16.55 – 17.00	Wrap-up

Tuesday

SECTION I TRADEMARKS

12.00 – 13.00	Registration and Administrative Matters
13.00 – 14.30	Topic 3: Protecting Goodwill: Dissecting the Trademark System in Emerging Economies
14.30 – 14.45	Health Break
14.45 – 16.15	Topic 4: Maintaining Your Edge: A Discussion on Unfair Competition
16.15 – 16.30	Health Break
16.30 – 18.00	Topic 5: The Geographical Indication System: The Way Forward

Wednesday

SECTION II PATENTS, UTILITY MODELS, AND INDUSTRIAL DESIGNS

12.00 – 13.00	Registration and Administrative Matters
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13.00 – 14.30	Topic 6: Protection of Inventions in the Emerging Economies: The Significance of the Patent System
14.30 – 14.45	Health Break
14.45 – 16.15	Topic 7: The In-Between: Design Protection and its interface with other IP Areas
16.15 – 16.30	Health Break
16.30 – 18.00	Topic 8: Workshop: Patent Search and Patent Drafting

Thursday**SECTION III COPYRIGHTS AND RELATED RIGHTS**

12.00 – 13.00	Registration and Administrative Matters
13.00 – 14.30	Topic 9: Protection of Creative Works in Developing Nations: The Role of Copyright and Related Rights
14.30 – 14.45	Health Break
14.45 – 16.15	Topic 10: Entertainment and Creativity: The Contribution of Copyright to Media Enterprises in Emerging Economies
16.15 – 16.30	Health Break
16.30 – 18.00	Topic 11: Creative Commons and the Public Domain: Issues and Challenges

Friday**SECTION IV IP COMMERCIALIZATION**

12.00 – 13.00	Registration and Administrative Matters
13.00 – 14.30	Topic 12: Managing Intellectual Property Assets: A Practical Perspective
14.30 – 14.45	Health Break
14.45 – 16.15	Topic 13: Maximizing the Value of Intellectual Property: IP Commercialization, Transfer of Technology and Licensing
16.15 – 16.30	Health Break
16.30 – 18.00	Topic 14: Knowing the Value of Intellectual Property: The Theory and Practice of IP Valuation

WEEK 2

Monday

SECTION V IP ENFORCEMENT

12.00 – 13.00	Registration and Administrative Matters
13.00 – 14.30	Topic 15: Challenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies
14.30 – 14.45	Health Break
14.45 – 16.15	Topic 16: The Other Way: Alternative Dispute Resolution in IP Disputes
16.15 – 16.30	Health Break
16.30 – 18.00	Topic 17: Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation

Tuesday

SECTION VI IP IN SUSTAINABLE DEVELOPMENT

12.00 – 13.00	Registration and Administrative Matters
13.00 – 14.30	Topic 18: Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability
14.30 – 14.45	Health Break
14.45 – 16.15	Topic 19: The Role of Innovation in Developing Countries' Food Security: Present and Future Directions
16.15 – 16.30	Health Break
16.30 – 18.00	Topic 20: The Quid Pro Quo of Public Interest and Private Rights: The Balancing Act of Intellectual Property

Wednesday

SECTION VII IP IN SOCIO-CULTURAL DEVELOPMENT

12.00 – 13.00	Registration and Administrative Matters
13.00 – 14.30	Topic 21: Establishing Protection Systems for Traditional Knowledge, Traditional Cultural Expressions, and Genetic Resources: Pathways and Barricades in Emerging Economies
14.30 – 14.45	Health Break

14.45 – 16.15 Topic 22: The Role of IP in the Educational Systems in the Emerging Economies

16.15 – 16.30 Health Break

16.30 – 18.00 Topic 23: The Dawn of the New Age: Internet and Intellectual Property

Thursday

SECTION VII IP IN THE INTERNALIZATION OF EMERGING ECONOMIES

12.00 – 13.00 Registration and Administrative Matters

13.00 – 14.30 Topic 24: Integrating Economies: A Discussion on International Trade Agreements Involving Intellectual Property

14.30 – 14.45 Health Break

14.45 – 16.15 Topic 25: Risk Management and Investment Decisions of IP-Intensive Businesses: Key Considerations for Emerging Economies

16.15 – 16.30 Health Break

16.30 – 18.00 Panel Session: Intellectual Property: Best Practices, Challenges, and Issues from Emerging Economies

Friday

12.00 – 13.00 Registration and Administrative Matters

13.00 – 14.30 Plenary Session: Group Presentations on Contemporary Issues on IP (Part 1)

14.30 – 14.45 Health Break

14.45 – 16.15 Plenary Session: Group Presentations on Contemporary Issues on IP (Part 2)

16.15 – 16.55 Closing Ceremonies

16.55 – 17.00 Wrap-up

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