



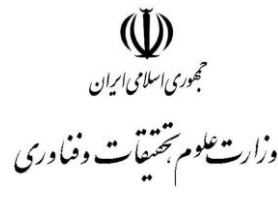
REGISTRATION OF
DEEDS AND
PROPERTIES
ORGANIZATION
(RDPO) OF THE
ISLAMIC REPUBLIC
OF IRAN



MINISTRY OF JUSTICE
OF THE ISLAMIC
REPUBLIC OF IRAN



PARK OF SCIENCE
AND TECHNOLOGY -
TEHRAN UNIVERSITY



MINISTRY OF SCIENCE,
RESEARCH AND
TECHNOLOGY OF THE
ISLAMIC REPUBLIC OF
IRAN



SUB-REGIONAL WORKSHOP

WIPO/SMEs/THR/16/INF 1/PROV.
ORIGINAL: ENGLISH
DATE: JUNE 14, 2016

Sub-Regional Workshop 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 Center of the Islamic Republic of Iran

in cooperation with

the Ministry of Justice of the Islamic Republic of Iran

Science and Technology Park – University of Tehran

the Ministry of Foreign Affairs, Government of the Islamic Republic of Iran

and

the Ministry of Science, Research and Technology of the Islamic Republic of Iran

Tehran, Iran (Islamic Republic of) October 24 to 26, 2016

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

Monday, October 24, 2016

- 8.00 – ۸,۳۰ Registration
- ۸,۳۰ – 9.30 Opening Ceremony
- Welcome Addresses by:
- H.E. Mr. Toiserkani, Deputy Head of the Judiciary and the Head of “Registration Organization for Deeds and Properties Organization (RDPO) of the Islamic Republic of Iran”
- The representative of the Government of the Islamic Republic of Iran
- The representative of University of Tehran science and Technology Park
- Mr. Tomasz Liharewski, Program Officer, SMEs and Entrepreneurship Support Division, World Intellectual Property Organization (WIPO)
- 9.30 – 10.15 **Topic 1**
Role of IP and Effective IP Assets Management
Triple- Helix: Government - Universities/Research Institutions – SMEs
- Speaker: Mr. Tomasz Liharewski, Program Officer, SMEs and Entrepreneurship Support Division, World Intellectual Property Organization (WIPO), Geneva
- 10.15 – 10.45 Tea/Coffee Break
- 10.45 – 11.30 **Topic 2**
Case Study I: “RoundTail”
- Speaker: Mr. Tomasz Liharewski
- 11.30 – 12.15 **Topic 3**
Case study II: “ActoGenix” – the Belgian experience
- Speaker: Mr. Emil Pot, former General Council, ActoGenix (Biopharmaceutical sector; part of Intrexon Corporation), Ghent, Belgium
- 12.15 – 13.45 Lunch break
- 13.45 – 14.30 **Topic 4**
Case study III: “Example of Innovative SME” – the Turkish experience
- Speaker: Mr. Ömer Hiziroğlu, Partner at Diffusion Capital Partners, Istanbul, Turkey

14.30 – 15.15 **Topic 5**
**Valuation of Background IP and Scientific Know-How in the
Context of Research Collaborations**

Speaker: Mr. Emil Pot

Tuesday, October 25, 2016

9.00 – 10.00 **Topic 6**
**Determining the “Price” of the Technology in IP Licensing
Negotiations**

Speaker: Mr. Emil Pot

10.00 – 10.45 **Topic 7**
IP Valuation when founding a Start-up

Speaker: Mr. Ömer Hiziroğlu

10.45 – 11.15 Tea/Coffee Break

11.15 – 12.00 **Topic 8**
IP Valuation and pricing – Group Exercise

Speaker: Mr. Emil Pot and Mr. Ömer Hiziroğlu

12.00 – 13.30 Lunch break

13.30 – 14.30 **Topic 9**
Technology Evaluation and Pricing: The Iranian Experience

Speaker: Mr. Saeed Zarandi and Mr. Majid Javanmard

14.30 – 15.15 **Topic 10**
From designs to branding to business

Speaker: Mr. James Howe, Senior Adviser, International
Marketing and Branding, International Trade Centre
(ITC), Geneva, Switzerland

15.15 – 15.45 Tea/Coffee Break

15.45 – 16.30 **Topic 11**
Case Study on IP and Branding followed by Group Exercise
Speaker: Mr. James Howe

Wednesday, October 26, 2016

9.00 – 9.45 **Topic 12**
Export Marketing Activation Services by ITC
Speaker: Mr. James Howe

9.45 – 10.30 **Topic 13**
The importance of Industrial Designs and the Hague System
Speaker: Mr. Tomasz Liharewski

10.30 – 11.00 Tea/Coffee Break

11.00 – 11.45 **Topic 14**
Presentation by the representative from Afghanistan on the IP experiences and challenges of SMEs
Speaker: TBD

11.45 – 13.30 Lunch break

13.30 – 14.15 **Topic 15**
Presentation by the representative from Tajikistan on the IP experiences and challenges of SMEs
Speaker: TBD

14.15 – 15.15 **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in the Islamic Republic of Iran**
Moderator: Mr. Tomasz Liharewski
Discussants: International and Local Speakers

15.15 – 15.45 Evaluation of Participants

15.45 – 16.00 Summing up and Closing Ceremony