



WORKSHOP

WIPO/IP/KOB/18
ORIGINAL: ENGLISH
DATE: APRIL 16, 2018

Case Study Workshop on Intellectual Property Rights and Protection in Practice

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
Kobe University

Kobe, June 20, 2018

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, June 20, 2018

10.10 – 10.30 Registration

10.30 – 10.35 Welcome Address by:

Prof. Dr. Yuka Kaneko, Professor, Graduate School of International
Cooperation Studies, Kobe University, Kobe

Ms. Rebecca Ferderer, Associate Research Officer, World Intellectual Property
Organization (WIPO) Japan Office, Tokyo

10.35 – 11.00

Introduction to WIPO

Speaker: Ms. Rebecca Ferderer, WIPO Japan Office

11.00 – 13.00

Introduction to IP and Related International Treaties

Speaker: Mr. Aruan Monastier, IP Attorney, Brazil; and
Researcher, Nagoya University, Nagoya

13.00 – 14.00 Lunch Break

14.00 – 17.30

IP Rights in Practice

Outline

Participants will form into small groups and read the details of actual IP Advantage Database case studies. The groups will then consider the guiding questions as they prepare presentations on their cases, giving particular attention to the IP strategies available for each case. Finally, each group will have approximately 10-15 minutes to present an overview of their case and conclusions before the other groups.

Goals

- To be able to assess the IP assets of a company and explain the means of protection for those assets, including any related international treaties.
- To determine the markets of sale and consider how to manage their IP assets based on the details of the case.
- To understand how different IP strategies can be applied and consider alternative outcomes for each case.

Presentation Content

1. Business Background
2. IP Assets and Strategies
3. Commercialization

Venue

TBD, Kobe University

18:00 –

Get Together

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