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## WORKSHOP

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**WIPO/IPR/UKB/19**  
**ORIGINAL: ENGLISH**  
**DATE: MAY 28, 2019**

# **National 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, July 10-11, 2019**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

**Wednesday, July 10, 2019**

10.00 – 10.10 Registration

10.10 – 10.20 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

10.20 – 10.40

**Introduction to WIPO**

Speaker: Ms. Rebecca Ferderer, WIPO Japan Office

**Session 1**

**Law and Litigation on Intellectual Property**

10.40 – 12.10

**Introduction to IP and Related International Treaties**

Speaker: Mr. Aruan Monastier, IP Attorney, Brazil; and  
Public Official, Court of Justice of the State of  
Paraná, Brazil

12.10 – 13.40 Lunch Break

13.40 – 14.10

**Topic 1: Copyright and Related Rights**

14.10 – 15.10

**Topic 2: Trademarks, Geographical Indications and  
Industrial Designs**

15:10 – 15:30 Coffee Break

15:30 – 16:30

**Topic 3: Patents and Trade Secrets**

16:30 – 17:00

**Topic 4: Unfair Competition**

**Thursday, July 11, 2019**

10.30 – 10.40

Registration

10.40 – 11.00

**Introduction to WIPO Global IP Services**

Speaker: Ms. Rebecca Ferderer, WIPO Japan Office

**Session 2**

**Case Study Workshop**

11.00 – 12.30

**Warm-Up Exercises**

Outline

The following case studies will focus on the areas of IP  
presented in Session 1. Before proceeding to the case

studies, the warm-up exercise will help you to review some of the basic concepts of those areas of IP? Please consider the questions within your groups.

#### Goals

- To be able to assess students' learning progress and to identify knowledge gaps.
- To reinforce fundamental knowledge on IP and provide alternative explanations where necessary.

Speaker: Mr. Aruan Monastier, IP Attorney, Brazil; and  
Public Official, Court of Justice of the State of  
Paraná, Brazil

12.30 – 14.00 Lunch Break

14.00 – 17.00

### **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

Speakers: Ms. Rebecca Ferderer, WIPO Japan Office

Mr. Aruan Monastier, IP Attorney, Brazil; and  
Public Official, Court of Justice of the State of  
Paraná, Brazil

17:30 –

Get Together at TBD

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