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## WORKSHOP

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**WIPO/SMES/VIL/11/INF.PROV**  
**ORIGINAL: ENGLISH**  
**DATE: SEPTEMBER 15, 2011**

# WORKSHOP ON INTELLECTUAL PROPERTY ASSET MANAGEMENT

*Organized by*

*The World Intellectual Property Organization (WIPO)*  
*in cooperation with*

*The Ministry of Economy of the Republic of Lithuania*

**Vilnius, October 19 and 20, 2011**

PROGRAM

prepared by the International Bureau of WIPO

October 19, 2011

- 8.30 – 9.00 Registration of participants
- 9.00 – 9.30 **OPENING CEREMONY**
- Welcome addresses by:
- Representative of the Ministry of Economy, Lithuania
- Representative of the World Intellectual Property Organization (WIPO), Geneva
- 9.30 – 10.15 **Topic: The Role of Intellectual Property Assets in Strengthening the Competitiveness of Small and Medium-Sized Enterprises (SMEs) and the IP for Business Services Provided by WIPO**
- Speaker: Ms. Tamara Nanayakkara, Counsellor, SMEs Division, WIPO
- 10.15 – 10.45 Coffee Break
- 10.45 – 11.30 **Topic: Overview of IP Law and Administration in Lithuania**
- Speaker: Dr. Arūnas Želvys, Head of Law and International Affairs Division, The State Patent Bureau of the Republic of Lithuania, Vilnius
- 11.30 – 12.15 **Topic: Creative Expression: How to Use Your Own Copyright and Copyrightable Works of Others**
- Speaker: Dr. Vytautas Mizaras, Head of the Civil Law Department, Vilnius University and Partner, Law Firm "BLS Lithuania", Vilnius
- 12.15 – 13.15 Lunch Break
- 13.15 – 14.00 **Topic: "Inventing the Future" – The Importance of Inventive And Innovative Activity in Maintaining Competitiveness and Using Patent Information**
- Speaker: Dr. Peter Ruess, International School of Management, Frankfurt, Germany and Partner, ARNOLD RUESS Attorneys at Law, Frankfurt, Germany
- 14.00 – 14.45 **Topic: In Confidence – Putting in Place a Trade Secret Protection Program**
- Speaker: Prof. Dr. Peter Ruess
- 14.45 – 15.00 Coffee Break

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- 15.00 – 15.45      **Topic:**      **From Product to Brand (The Appeal of Designs in Getting Noticed by the Customer and Adding Value with Trademarks)**
- Speaker:      Dr. Kristina Janušauskaitė, Lecturer, Vilnius University Counsellor/Advocate, Law Firm “BLS Lithuania”, Vilnius
- 15.45 – 16.30      **Topic:**      **Exploiting Intellectual Property Assets: Licensing, Franchising and Merchandising**
- Speaker:      Prof. Dr. Peter Ruess
- 17.00 – 19.00      **Reception**

October 20, 2011

- 9.00 – 9.45      **Topic:**      **International Trade and Intellectual Property**
- Speaker:      Ms. Tamara Nanayakkara
- 9.45 – 10.30      **Topic:**      **Intellectual Property in the Digital Economy: Websites and Domain Names**
- Speaker:      Dr. Kristina Janušauskaitė
- 10.30 – 10.45      Coffee Break
- 10.45 – 11.30      **Topic:**      **Intangible Assets and Finance**
- Speaker:      Mr. Julian Nolan, Iprova Sàrl, Parc Scientifique, Lausanne, Switzerland
- 11.30 – 12.15      **Topic:**      **Enforcing Intellectual Property Rights**
- Speaker:      Prof. Dr. Vytautas Mizaras
- 12.15 – 13.15      Lunch Break
- 13.15 – 14.00      **Topic:**      **IP Audit**
- Speaker:      Mr. Julian Nolan
- 14.00 – 14.45      **Topic:**      **University Industry Relations**
- Speakers:      Dr. Violeta Kaunelienė, Head of Innovation Department Kaunas Technology University (KTU), Kaunas, Lithuania
- Ms. Gailė Sakalaitė, Lawyer, Sunrise Valley – Science & Technology Park, Vilnius

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14.45 – 15.00 Coffee Break

15.00 – 15.45 **Topic: Presentations of the Successful Use of the IP System and Assets by Local SMEs**

Speakers: Representatives from the local companies (Thermo Fisher and others (tba))

15.45 – 16.30 **Topic: Creating a Tool Box of Support Services**

Panel discussion: WIPO Representative and Local Speakers

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