

**WIPO//06/INF/1****ORIGINAL:** English**DATE:** October 2006

INTELLECTUAL PROPERTY  
OFFICE, REPUBLIC OF  
SERBIA



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION



SERBIAN CHAMBER OF  
COMMERCE



MINISTRY OF INTERNATIONAL  
ECONOMIC RELATIONS OF THE  
REPUBLIC OF SERBIA

## **ADVANCED SUCCESSFUL TECHNOLOGY LICENSING (STL) WORKSHOP**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Intellectual Property Office of the Republic of Serbia

and  
the Ministry for International Economic Relations of the Republic of Serbia

the Serbian Chamber of Commerce

Belgrade, October 9 to 12, 2006

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Monday, October 9, 2006

9.00 – 10.30 OPENING CEREMONY

Welcome addresses by:

His Excellency Dr. Milan Parivodic, Minister for International Economic Relations of the Republic of Serbia, Belgrade, Serbia

Dr. Nenad Penezic, Vice-President, Serbian Chamber of Commerce, Belgrade, Serbia

Dr. Slobodan Markovic, Director of Intellectual Property Office, Belgrade, Serbia

Mr. Vladimir Yossifov, Director, Division for Cooperation with Certain Countries in Europe and Asia, World Intellectual Property Organization (WIPO), Geneva, Switzerland

10.30 – 11.00 Coffee Break

11.00 – 12.30 Theme One: Advanced Licensing Issues: From Research to Development to Commercialization

Speaker: Mr. Dennis Patrick O`Reilley,  
Partner Lawyer, Finnegan,  
Henderson, Farabow, Garrett and  
Dunner, Washington, United  
States of America

12.30 – 14.00 Theme Two: Development, Collaboration and Standards Agreements

Speaker: Dr. Heinz Goddar, European  
Patent and Trademark Attorney,  
Boehmert & Boehmert, Munich,  
Germany

14.00 – 15.00 Lunch Break

15.00 – 16.30 Theme Three: Trademark Licensing and Distribution Agreements

(a) Consumables Industry

Speaker: Local Speaker

(b) Pharmaceutical Industry

Speaker: Speaker from Bulgaria

16.30 – 17.00 Coffee Break

17.00 – 18.00 Theme Four Discussion in Small Groups About the Themes 1 to 3

Speakers: All Speakers

18.00 End of Session

Tuesday, October 10, 2006

8.30 – 9.30 Theme Five: Valuation of IP in Licensing: When, Who and Why?

Speaker: Mr. Dennis Patrick O'Reilley

9.30 – 10.15 Theme Six: IP Valuation:  
(a) The Innovation Process and Valuation of IP Rights  
– Regional Experiences

Speaker: Mr. Vladimir Yossifov

10.15 – 10.30 Coffee Break

10.30 – 11.30 (b) Practical Applications

Speaker: Dr. Heinz Goddar

11.30 – 12.15 (b) Income Method – Discounted Cash Flow  
Approach

Speaker: Mrs. Olga Spasic, Program  
Officer, Intellectual Property and  
New Technologies Division,  
WIPO, Geneva

12.15 – 13.00 (c) Market Comparables Method – How to Use  
Available Data

Speaker: Regional Speaker

13.00 – 14.00 Lunch Break

14.00 – 17.00	<u>Theme Seven</u>	<u>IP Valuation – Exercise in Small Groups</u> <u>Introduction:</u>
		Speaker: Mrs. Olga Spasic
		Coaches: All Speakers
17.00 – 18.00	<u>Theme Eight</u>	<u>Presentation of Small Group Results of the Exercise and Discussion</u>
		Speaker: To be nominated
18.00		End of Session
<u>Wednesday, October 11, 2006</u>		
8.30 – 10.30	<u>Theme Nine:</u>	<u>Drafting of a Licensing Agreement:</u>
		(a) IP License
		Speakers: Mr. Dennis Patrick O'Reilley
		Local Speaker
10.30 – 11.00	Coffee Break	
11.00 – 12.00		(b) Development and Collaboration Agreement
		Speaker: Mr. Heinz Goddar
12.00 – 13.00		(c) Trademark and Distribution Agreement
		Speaker: Local Speaker
13.00 – 14.30	Lunch Break	
14.30 – 15.30	<u>Theme Ten</u>	<u>Small Groups Drafting Session</u>
		Coaches: All Speakers
15.30 – 16.00	Coffee Break	
16.00 – 18.00	<u>Theme Ten cont'd.</u>	
18.00		End of Session

Thursday, October 12, 2006

8. 30 – 10.30	<u>Theme Eleven</u>	<u>Negotiation Session</u>
		Coaches:            All Speakers
10.30 – 11.00	Coffee Break	
11.00 – 13.00	<u>Theme Eleven</u> <u>cont'd</u>	
13.00 – 14.00	Lunch Break	
14.00 – 15.30	<u>Theme Eleven</u> <u>cont'd</u>	
15.30 – 16.00	Coffee Break	
16.00 – 17.30	<u>Theme Twelve</u>	<u>Plenary Session – Report on the Negotiated Results</u>
17.30 – 18.30	<u>Evaluation Discussion and</u>	<u>Closing Ceremony</u>
18.30	<u>End of Session</u>	

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