

Training on
INTELLECTUAL PROPERTY RIGHTS (IPRs)

- Course Duration** : 04-14 August, 2018, (Except Friday), and
Venue : BIM, Dhaka
Timing : 17:30-21:30
Course Fee : Tk. 9,000/- (*BDT Nine Thousand Only, per participant, to be paid by Pay Order/DD drawn in favour of the Director General, BIM.*)
Number of Participants: 20.

Target Group/who should attend:

The course is designed for the Judges, lawyers, corporate officials related to legal affairs and branding, executives of government agencies including customs, police, copyright office, DPDT etc and academicians in department of legal and business studies in the tertiary institutions, SME entrepreneurs, officials of trade bodies and chamber of commerce or anyone interested on IPRs.

Eligibility for the course:

Any individual, graduate from any discipline working in private, public and NGO or self employed.

Background of the course:

Intellectual Property Rights (IPRs) are essential for safe guarding creativity, innovation, local productive identification, even the traditional expression. But, the understanding of IP is difficult for its abstract boundaries. The sense of IPRs is complicated as it is rooted in the intersections of multiple knowledge disciplines, such as, scientific research and development, fine arts, law, economics, business studies and international relations. The Intellectual Property (IP) portfolio of a nation and a corporate is becoming the major strength to achieve and maintain competitive advantage in the businesses. The ratio of value of IP to the total corporate value is sharply increasing in most of the global industries. IP litigation is also increasing in the advanced and developing economies. Day by day, IP is turning into one of the central factors for economic growth and advancement for the countries. Considering the above factors this training program is designed with support from World Intellectual Property Organization (WIPO) to serve the needs of the local stakeholders and interested groups.

Course Objectives

To provide the fundamental insights on various issues of IPRs and to increase participants' capacity for better understanding and exercising of IPRs in Bangladesh and international

context. It is expected that after the successful completion of the course, participants will be able to:

- Get a concrete understanding on Intellectual Property Rights,
- Identify subject matter eligibility for registration of IPRs,
- Know the international IPRs regime and framework,
- Know the IPRs registration process in Bangladesh,
- Apply the IP senses for innovation management and corporate branding

Evaluation Method:

Learning level - Pre-test and post test.

Reaction Level: Training evaluation.

Course Outline (tentative)

#	Session Title	Hour/s	Training Methods
1	Inauguration, Registration, Sharing course outline	1	Multiple Methods
2	Introduction to Intellectual Property Rights	3	Lecture, group discussion
3	IPRs Legal & Policy framework in Bangladesh	2	Lecture, group work
4	IPRs: Theories & practice	2	Lecture, Exercise, group work
5	Concept of Patent, Patent Application & Granting Procedure	4	Lecture, group discussion
6	Concept of Trademark, Trademark: Application procedure, litigation	4	Lecture & Presentation
7	IPRs registration trends	1	Lecture, group work
8	Geographical Indication & Traditional Knowledge: scope of strategic use for economic gain	3	Lecture, group work
9	Copyright law of Bangladesh: special focus on IT, creative and Handicraft Industries.	4	Lecture, group discussion
10	Industrial Design: Strategic use for agro-based & pharmaceutical industries	3	Lecture, group discussion
11	Concepts of innovation management: IP Licensing, Commercialization & Technology Transfer	6	Lecture, group discussion
12	Enforcement Issues for IPRs: Global & Local context	2	Lecture, group discussion
13	Harnessing IPRs as a business tool for sustainable development	2	Lecture, group discussion
14	Review, Exercise, Tests & Closing	3	Multiple Methods
	Total contact hour	40	

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