



DUBAI  
INTELLECTUAL  
PROPERTY  
TRAINING CENTER



أكاديمية دبي لريادة الأعمال

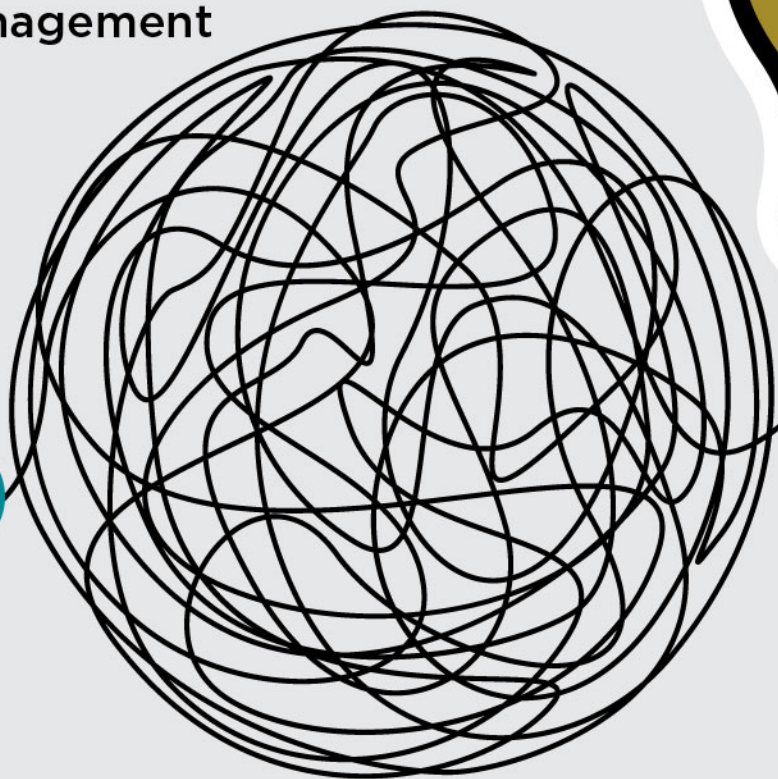
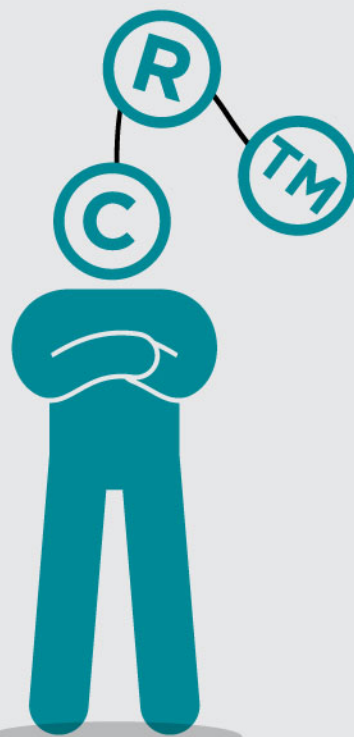
Dubai Entrepreneurship Academy

الذراع التعليمي لمؤسسة محمد بن راشد للتنمية المشاريع الصغيرة والمتوسطة  
The Educational Arm of Mohammed Bin Rashid Est. for SME Development

# The IP & INNOVATOR'S GUIDE

Protecting Your Innovation  
Through Intellectual  
Property Management

*In cooperation with*  
**THE COMMERCIAL CONTROL  
AND CONSUMER PROTECTION DEPARTMENT**  
**DUBAI ECONOMY**



In cooperation with

**IP**academy  
SINGAPORE

Education service permit issued by KHDA  
Permit No. 60939

[www.dea.ae](http://www.dea.ae)



DubaiSME



@Dubai\_SME



## SYNOPSIS

If you are looking to protect your innovation through various IP management strategies, the IP and Innovator's Guide is what you need. It is designed to provide you the most important information of IP management and Innovation Protection. Learn from renowned global companies and organisations like DHL and GSK in managing and protecting their IP assets.

For supporting government agencies, it will equip you with the relevant knowledge to advise business owners, start-ups, aspiring entrepreneurs in the area of business strategy and execution.

## OBJECTIVES:

At the end of the course, participants will be receiving the following:

- Better understanding of the various intellectual property rights and applications
- Good grasp of the various IP enforcements on different types of innovations
- Experiential learning from renowned global companies on their innovation

## COURSE OUTLINE

- Introduction of various IP rights and applications
- IP Enforcement
- Site visits to Fortune 500 companies' innovation lab

## METHODOLOGY

The course delivery will be taught using a combination of lectures, discussions, demonstration and site visits.

## TARGET AUDIENCE

Business owners & entrepreneurs, professionals and specialists working in the intellectual property protection's & innovation field from the public and private sectors in UAE, supporting entities for entrepreneurs, small and medium businesses.

## NO. OF PARTICIPANTS

15 - 30 pax

## DATE

September 24<sup>th</sup> - 26<sup>th</sup>, 2018  
3 days (Monday - Wednesday)

## TRAINERS

Trainers are from IP Academy, MNCs and Government Agencies

In cooperation with

**IP academy**  
SINGAPORE





First Day | Monday: Sept. 24<sup>th</sup>, 2018

## IP Fundamentals and Start-Up Center Visit

1

	Time
Welcome Address from IP Academy	09:00
Group Photo taking	09:05
<b>IP Fundamentals:</b>	09:30
Understanding Confidential Information/Trade Secrets	
Understanding Copyright	
Understanding Trade Marks & Geographical Indication"	
<b>IP Fundamentals:</b>	10:30
Understanding Registered Designs	
Understanding Patents	
Lunch	11:30
Bus ride to NUS Blk 71	13:00
Study Trip: NUS Blk 71	14:00
- Presentation of the Singapore Start-ups scene and business support	
- Q&A	
- Venue Tour	
Bus back to IPA	15:00
Study Trip: FushionWorld	15:30
- Guided tour to learn more about the latest innovation created by Singapore's R&D agency, Agency for Science, Technology and Research (A*STAR)	
Bus back to IPA	16:30
End of Day 1	17:00

Second Day | Tuesday: **Sept. 25<sup>th</sup>, 2018**

## IP Enforcement and DHL Innovation Center Visit

2

	Time
Civil Enforcement of IP Rights	09:00
Break	10:30
Criminal Enforcement of IP Rights	10:45
Start of study trip	12:15
Bus ride to DHL Innovation Center	13:00
Study trip: DHL Innovation Center	14:00
- Sharing of Vision Suite: An insight into the potential of logistics in 2050	
- Trends Areas: hands-on with various technologies used in the Center	
- Guided Innovation Center visit	
Bus back to IPA	15:30
End of Day 2	16:00



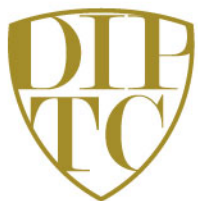
Third Day | Wednesday: Sept. 26<sup>th</sup>, 2018

## Innovation Protection and GSK Asia House Site Visit

3

	Time
Protecting Your Innovation Through IP Management	10:00
Certificate of Completion	11:30
(Awarded by IP Academy and Dubai Entrepreneurship Academy)	
Lunch	12:00
Bus ride to LEGO	13:30
"Study trip: LEGO	14:00
- Overview of LEGO's product lines	
- Enforcement of counterfeits	
- Guided tour in LEGO office "	
Bus back to IPA	15:30
End of Day 3	16:00





DUBAI  
INTELLECTUAL  
PROPERTY  
TRAINING CENTER



أكاديمية دبي لريادة الأعمال

Dubai Entrepreneurship Academy

الذراع التعليمي لمؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة  
The Educational Arm of Mohammed Bin Rashid Est. for SME Development

## GUEST SPEAKERS

1. Intellectual Property of Singapore (IPOS)
2. Singapore Incubators
3. DHL Innovation Center
4. Lego company
5. Robinson LLC

بالتعاون مع

**IP**academy  
SINGAPORE

معتمدة من هيئة المعرفة والتنمية البشرية  
رقم التصريح التعليمي 60939

[www.dea.ae](http://www.dea.ae)



DubaiSME



@Dubai\_SME





DUBAI  
INTELLECTUAL  
PROPERTY  
TRAINING CENTER



أكاديمية دبي لريادة الأعمال

Dubai Entrepreneurship Academy

الذراع التعليمي لمؤسسة محمد بن راشد للتنمية المشاريع الصغيرة والمتوسطة  
The Educational Arm of Mohammed Bin Rashid Est. for SME Development



## SINGAPORE'S INTELLECTUAL PROPERTY AND INNOVATION BACKGROUND

Learn the art of innovation through the lens of Singapore, the country which has been voted as one of the world's most innovative IP offices by World Trade-mark Review (WTR), as well as world's number one for start-up talent by Start-up Genome project.

بالتعاون مع

**IP**academy  
SINGAPORE

معتمدة من هيئة المعرفة والتنمية البشرية  
رقم التصريح التعليمي 60939

[www.dea.ae](http://www.dea.ae)



DubaiSME



@Dubai\_SME



DUBAI  
INTELLECTUAL  
PROPERTY  
TRAINING CENTER



أكاديمية دبي لريادة الأعمال

Dubai Entrepreneurship Academy

الذراع التعليمي لمؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة  
The Educational Arm of Mohammed Bin Rashid Est. for SME Development

## REGISTRATION

### PROGRAM DETAILS

Program Duration: 3 days (From 24<sup>th</sup> to 26<sup>th</sup> September 2018)  
Location: Singapore Intellectual Property Academy - Singapore  
Program Fees : AED 9,450 per person (Including 5% VAT)  
(flight tickets and hotel booking are not included)

### REGISTRATION DETAILS

For Registration and more information kindly contact us;  
0552054555  
04 3613055  
04 3613061  
Or via e-mail : [dea@sme.ae](mailto:dea@sme.ae) website: [www.dea.ae](http://www.dea.ae)

### REGISTRATION DEADLINE:

6<sup>th</sup> September 2018 (Limited seats are available)

### CANCELLATION POLICY:

Cancellation on or before 10days of program's starting date the full sum of the Fee will be deducted ,cancellation more than 10 days of program's starting date 50% of program fees will be deducted.

### PAYMENT METHOD

#### Cheques:

Issuance under Dubai Entrepreneurship Academy

#### Bank Transfer:

Bank Account Details:

- Account Number : 3708176595901
- IBAN : AE590340003708176595901
- Bank name: Emirates Islamic Bank
- Account Name: DUBAI ENTREPRENEURSHIP ACADEMY

بالتعاون مع

**IP**academy  
SINGAPORE

مُعتمدة من هيئة المعرفة والتنمية البشرية  
رقم التصريح التعليمي 60939

[www.dea.ae](http://www.dea.ae)



DubaiSME



@Dubai\_SME





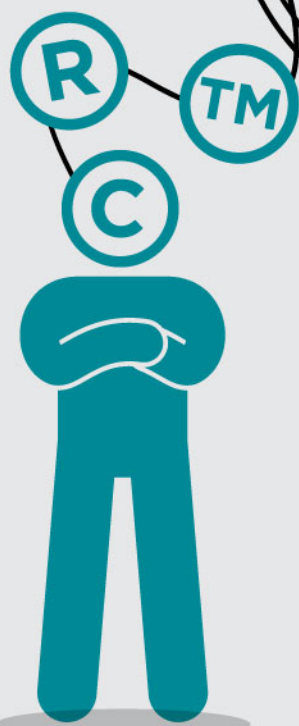
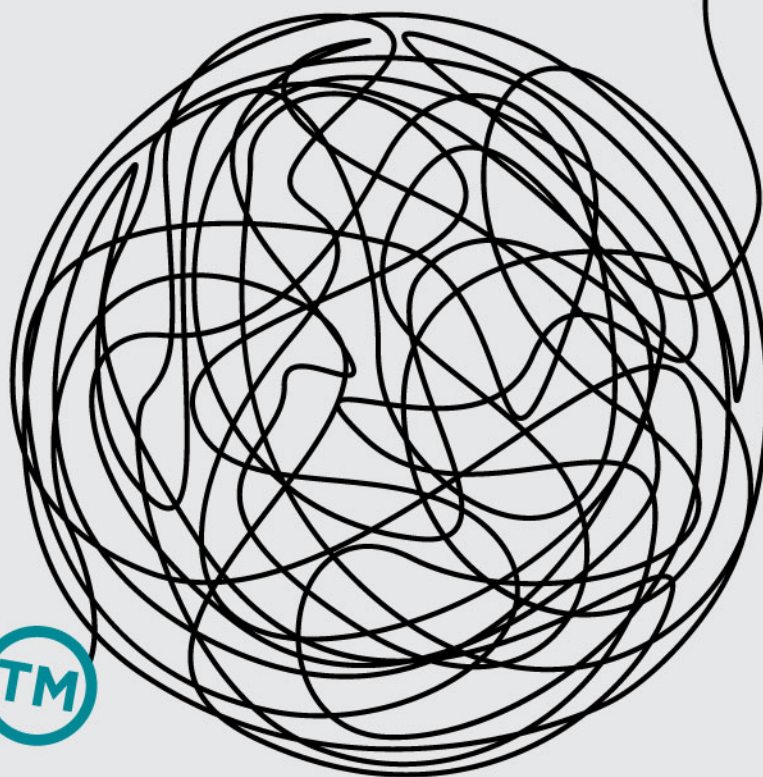
DUBAI  
INTELLECTUAL  
PROPERTY  
TRAINING CENTER



أكاديمية دبي لريادة الأعمال

Dubai Entrepreneurship Academy

الذراع التعليمي لمؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة  
The Educational Arm of Mohammed Bin Rashid Est. for SME Development



Thank you, |

بالتعاون مع

IPacademy  
SINGAPORE

معتمدة من هيئة المعرفة و التنمية البشرية  
رقم التصريح التعليمي 60939

[www.dea.ae](http://www.dea.ae)



DubaiSME



@Dubai\_SME