



WORKSHOP

ORIGINAL: ENGLISH
DATE: MAY 11, 2022

WIPO Innovation Skills Development Camp (InnoCamp) : IP-driven Research & Development (IP-R&D) from Ideation to Start-up

organized by
the World Intellectual Property Organization (WIPO)

and
Korea Intellectual Property Strategy Agency (KISTA)

with the assistance of
the Korean Intellectual Property Office (KIPO), Republic of Korea

Online, Interactive, June 13 – 24, 2022

PROVISIONAL PROGRAM

prepared by WIPO and KISTA

Week I

Monday, June 13, 2022 – Day 1: Fundamentals of Patents and Idea Development

Facilitator: Mr. KWUN Kui Wou, Director-Advisor, WIPO Academy

07:00 – 07.30¹ Online meeting room opens

07.30 – 07.40 **Opening Ceremony**

Welcome and Opening Remarks

Title, Surname Name, Professional Title, WIPO Academy, Geneva, Switzerland

Title, Surname Name, Professional Title, KISTA, Seoul, Republic of Korea

Session 1 Case studies in Success: IP-generated Start-ups

07.45 – 08.20

- **Real World Case Study on Global Start-Ups**

Speaker: Akeem Famuyiwa, Intellectual Property and Intellectual Capital Consultant, Fractional IP Consulting, U.K.

08.25 – 09.00

- **Real World Case study on Korean Start-Ups**

Speaker: Mr. Jaemyung Kim, Team Leader, UXN Co., Ltd., Republic of Korea (ROK)

Q & A

09.00 – 09.10

Break

09.10 – 10.00

Session 2 Inventive Idea Generation and Development: Effective Methodology to Specify Ideas; Real cases focusing on inventions

Speaker: Akeem Famuyiwa, Intellectual Property and Intellectual Capital Consultant, Fractional IP Consulting, U.K.

Q & A

10.00 – 10.10

Break

10.10 – 11.00

Session 3 Patenting Inventive Ideas: Consideration for Obtaining Patent Protection

Speaker: Andras Jokuti, Director, Patent and Technology Law Division, WIPO

Q & A

¹ All times given in Central European Summer Time (UTC+2); 07:30-11:00 CEST is 14:30-18:00 Korean Standard Time.

09.25 – 09.40	Break	
09.40 – 11.00	Session 7	Analyzing the Patent Landscape – Scoping Trends and Their Implications <ul style="list-style-type: none">▪ Analysis of Key Patents Related To Competing Technologies (Alternative, Emerging, or Contesting Technologies, etc.)▪ Analysis of Patent Big Data▪ Drawing Implications Upon Analysis Results <p>Speaker: Mr. Kee-sub KIM, Senior researcher, Patent Information Promotion Center, ROK</p> <p>Q & A</p>

Thursday, June 16, 2022 – Day 4: IP-R&D

07:20 – 07.30	Online meeting room opens	
07.30 – 09.25	Session 8	IP- R&D: Introduction and Success Stories <ul style="list-style-type: none">▪ Basics of IP-R&D and its Methodologies▪ Advantages and Effects that Companies Benefitting from IP-R&D in Korea Affirm <p>Speaker: Mr. Seong-Min CHO, Patent Director, International Cooperation Team, KISTA, ROK</p> <p>Q & A</p>
09.25 – 09.40	Break	
09.40 – 11.00	Session 9	Fundamentals of IP-R&D <ul style="list-style-type: none">▪ Drawing Up IP Strategies (Creation and Use) for Innovation▪ Identifying Desirable R&D Direction For Innovation <p>Speaker: Mr. Seong-Min CHO, Patent Director, International Cooperation Team, KISTA, ROK</p> <p>Q & A</p>

Friday, June 17, 2022 – **Day 5: The Market Environment and Business Planning**

07:20 – 07:30 Online meeting room opens

07.30 – 09.25 **Session 10 Analyzing the Market Environment**

- **Identifying Opportunity/Threat Factors Through External Environment Analysis**
- **Formulating Strategies for Responding to IP Infringement of Competing Companies And Invalidating Competing IP**

Speaker: Mr. Hak-gyu LEE, Patent Director, Essential Patent Center, KISTA, ROK

Q & A

09.25 – 09.40 Break

09.40 – 11.00 **Session 11 Business Plan Drafting**

- **Drafting a Commercialization Plan/Strategy Using Analysis of R&D Direction**
- **Filing Strategy of IP Application: By Country / Market**
- **Strategy to Build IP Portfolio**

Speaker: Mr. Mincheol KIM, J.D., Partner, K&L Gates, USA

Q & A

Week II

Monday, June 20, 2022 – Day 6: **WIPO Resources for Technology Innovation**

07:20 – 07:30	Online meeting room opens
07:30 – 08:50	Session 12 IP-Based Financing and Funding, National and International Practice: Learning from Real-Life Cases <ul style="list-style-type: none">▪ IP Asset Valuation▪ Funding; IP-backed loan, crowd funding, etc.▪ Monetizing▪ Sale and Licensing
	Speaker Prof. Chul CHOI, Professor of Law and Director, Center for International Intellectual Property and Finance at Law School of Hankuk University of Foreign Studies
	Q & A
09:00 – 11:00	Session 13 WIPO Resources, Network, Resources and Platform to Technology Innovation
09:00 - 09:30	Technology Innovation Service Center (TISC) network
	Speaker: Mr. Ituku ELANGI BOTOY, Industrial Property Information Officer, TISC Development Section, WIPO
	Q & A
09:30 - 10:10	Various Resources available for TISCs
	Speaker: Mr. Ituku ELANGI BOTOY, Industrial Property Information Officer, TISC Development Section, WIPO
	Q & A
10:10 - 10:20	Break
10:20 - 11:00	Speaker: Technology Transfer Resources
	Ms. Olga SPASIC, Head of the Technology Transfer Section, WIPO
	Q & A

Tuesday, June 21, 2022 – **Day 7: Patent Strategy and Business Planning**

07:20 – 07.30	Online meeting room opens
07.30 – 10.20	Session 14 Group Activities and Presentation Preparations (I): Patent Strategies and Business Plans
	Facilitator, Coach(es): To be determined
	Q & A
10:20 – 10.25	Break
10.25 – 11.00	Coaching / Mentoring

Wednesday, June 22, 2022 – **Day 8: Patent Strategy and Business Planning**

07:20 – 07.30	Online meeting room opens
07.30 – 10.20	Session 15 Group Activities and Presentation Preparation (II): Patent Strategies and Business Plans
	Facilitator, Coach(es): To be determined
	Q & A
10.20 – 10.25	Break
10.25 – 11.00	Coaching / Mentoring

Thursday, June 23, 2022 – **Day 9: Reflection of IP R&D Process**

07:20 – 07.30	Online meeting room opens
07.30 – 11.00	Session 16 Final Group Presentations
	Speaker(s): Participants
	Q & A

Friday, June 24, 2022 – **Day 10: Conclusion**

07:20 – 07.30	Online meeting room opens
07.30 – 08.30	Session 17 Evaluation and Concluding Discussion
	Facilitator: To be determined

08.30 – 09.00

Closing Ceremony

Certificates of Completion

Honorable Mention Award (Best-performing team, President of KISTA)

Closing Remarks

Title, Surname Name, Professional Title, KISTA, City, Republic of Korea

Title, Surname Name, Professional Title, WIPO Academy, Geneva, Switzerland

End of Program

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