



## **WIPO Academy Programs**

Pedagogy development in  
higher learning and advanced  
distance learning courses –  
recent practices in CIS

Belgrade  
2<sup>nd</sup> September  
2010

# Overview

- WIPO Academy
- Education programs in higher learning
- Distance learning methodologies
  - DL activities in CIS
- Q & A

# WIPO Academy

- Founded in 1998 to:
  - develop human resources in IP
  - demystify IP and to promote greater awareness of IP
  - serve as a central umbrella mechanism for WIPO for human resources development activities
  - serve as a Center of excellence in teaching, training and research
  
- Unit of WIPO for IP Education

# WIPO Academy

- Organize training and educational programs to enhance knowledge & skills in the protection & administration of IPRs
- Increasing number of requests from:
  - Member States for specialized training of officials, diplomats & professionals
  - Universities / institutes of higher learning for introducing IP into curriculum
  - All stake holders for specialized and tailor-made distance learning courses
- Inclusion of development agenda principles in programs

# Academy Programs

4 main programs:

- Professional Development
- Distance Learning
- Academic Institutions
- WIPO Summer School on IP

Other programs:

- Global Network of IP Academies
  - Start-up Academies
- Executive

# Professional Development

- Target audience (professional staff from IP Offices, R&D institutions, industry associations, intergovernmental)
- Training in partnership with:
  - National IP Offices
  - Regional IP Institutions (EPO, OHIM)  
Courses: intermediate & advanced, specialized
- [http://www.wipo.int/academy/en/courses/professional\\_training/index.html](http://www.wipo.int/academy/en/courses/professional_training/index.html)
- Main features:
  - Distance learning component (pre-requisite)
  - Theoretical training followed by
  - Practical training / project implementation

# Distance Learning (DL)



- Target audience: wide range of customers, private and public sector (legal, scientists, academia, ngos, etc)
- Alternative & complement to traditional training methods
- Large audiences
- Flexible
- Cost effective
- Courses offered in Arabic, Chinese, English, French, Portuguese, Russian and Spanish (Thai, Vietnamese)
- 13 courses, multiple sessions / languages, special ad-hoc sessions

# Academic Institutions Program



- Target group: students, trainers & teachers, government officials
- Teaching and educating the younger generations in the field of IP
- Collaborating with Universities
- Training of trainers
- Updating knowledge of trainers and government officials
- Provision of national seminars on IP
- Assistance with provision of teaching materials



# Summer School on IP

- Enhancing IP skills of senior students and young professionals field of IP
- 10 locations in 2010 including Croatia, Russia, Ukraine
- Methodology:
  - distance learning component (DL-101)
  - lectures, case studies, simulation exercises (issues oriented)
  - group discussions on selected IP topics
  - orientation towards the interface between IP and other disciplines

# Global Network of IP Academies



- 2007 - 1st Symposium for Intellectual Property (IP) Academies
- Network to:
  - foster the strengthening of cooperation among the IP Academies and training institutions
  - Provide fora for exchange of various and actual experience in IP education and training
  - promote IP education to be taught beyond law schools
- Start-up Academies – pilot project to set-up 2 IP Academies in 2010-2011

# Executive Program



- Target audience: business managers, senior executives of industry, entrepreneurs
- courses offer tools for creating, using and valuating intellectual property for competitive advantage
- designed also to cover the development, licensing, and marketing of intellectual property
- general and specialized courses will be offered on specific IP topics of interest to business community


# Methodologies

- Methods employed in teaching of IP include
  - Face-to-face
  - Practical training through partnership between WIPO, EPO, IPOs
  - Distance learning (pre-requisite / building foundation)
  - Blended learning (using as part of university curriculum)
  - Follow-up sessions and national projects
- Cases, drafting exercises
- DL faculty to teach new issues (DA)
- Evaluations to feed back into programs

# Academic Institutions Program (AIP)

- Suggestions of curricula
- Provision of WIPO Publications
- Provision of Distance Learning Modules
- Participation of WIPO Experts in teaching and training
- Involvement in the examination process
- Financing of participants (from developing countries)
- Co-organization of workshops/seminars
- Partnership with other institutions of excellence

# AIP - University Programs

- Master of Laws (LL.M) in IP with University of Turin, ITC-ILO, Italian Government [international] 
- Masters of IP and Human Rights Law with Raoul Wallenberg Institute of Lund University, Sweden [Int'l]
- Masters in IP (MIP) with Africa University and African Regional Intellectual Property Org. (ARIPO) [regional]
- Master of IP Law (MIPL) with Queensland University of Technology (QUT), Australia [regional]
- Masters Degree in IP with African Intellectual Property Organization (OAPI) and University of Yaounde II, Cameroon [regional]

# AIP - University Programs

- IP Specialization Program with University of South Africa (UNISA) [international]
- Master's degree (MA) in Law – specialization in patent law with University of Haifa, Israel (international)
- Postgraduate specialization program on IP law, practice and the economic use and exploitation of IP Rights (IPR's) with Portuguese Institute of Industrial Property (INPI) and Technical University of Lisbon [regional for Lusophone countries]

# WIPO-WTO Colloquium

- update university teachers from developing countries and countries with economies in transition
- focus on important policy issues under negotiation or discussion in the WIPO & WTO
- enhance the capacity of universities in these countries to develop national expertise in intellectual property
- to improve the capability of university teachers to provide policy advice to governments on negotiations or discussions in the two organizations



# Education and training materials

- WIPO Intellectual Property Handbook

- [www.wipo.int/about-ip/en/iprm/](http://www.wipo.int/about-ip/en/iprm/)

- Teaching of IP: Principles & Methods

- (internationally renowned professors and practitioners share their teaching techniques in their particular fields of expertise)

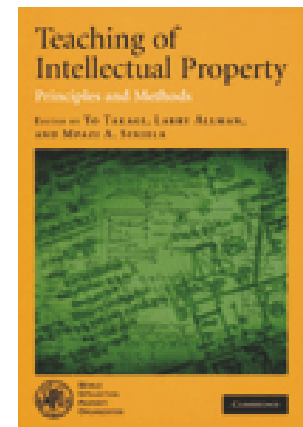
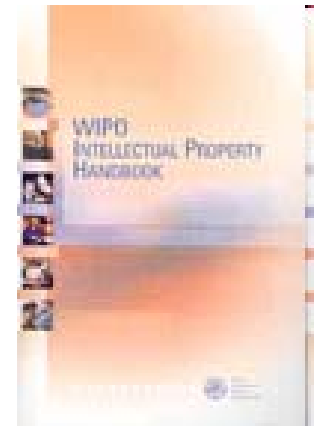
- [www.wipo.int/academy/en/teaching/pedagogy/](http://www.wipo.int/academy/en/teaching/pedagogy/)

- WIPO Administered Treaties:

- [www.wipo.int/treaties/en/](http://www.wipo.int/treaties/en/)

- More materials available on the WIPO e-bookshop:

- [www.wipo.int/ebookshop](http://www.wipo.int/ebookshop)



# History of DL



- Flagship course – General Course on Intellectual Property (DL-101)
- 1999 - Pilot of DL-101 (English, French, Spanish)
  - 486 students, 182 completed, 39%
- 2010 – Revised version of DL-101 (Arabic, Chinese, English, French, Portuguese, Russian and Spanish)
  - 123,927 students, 53% (76%)
- 2010 – 13 courses (79% completion at advanced level)

# Available DL courses

## ■ Primers & General:

- Primer on Intellectual Property (2005) [open]
- General Course on IP (1999) [2 scheduled sessions]
- Introduction to the PCT (2008) [open]

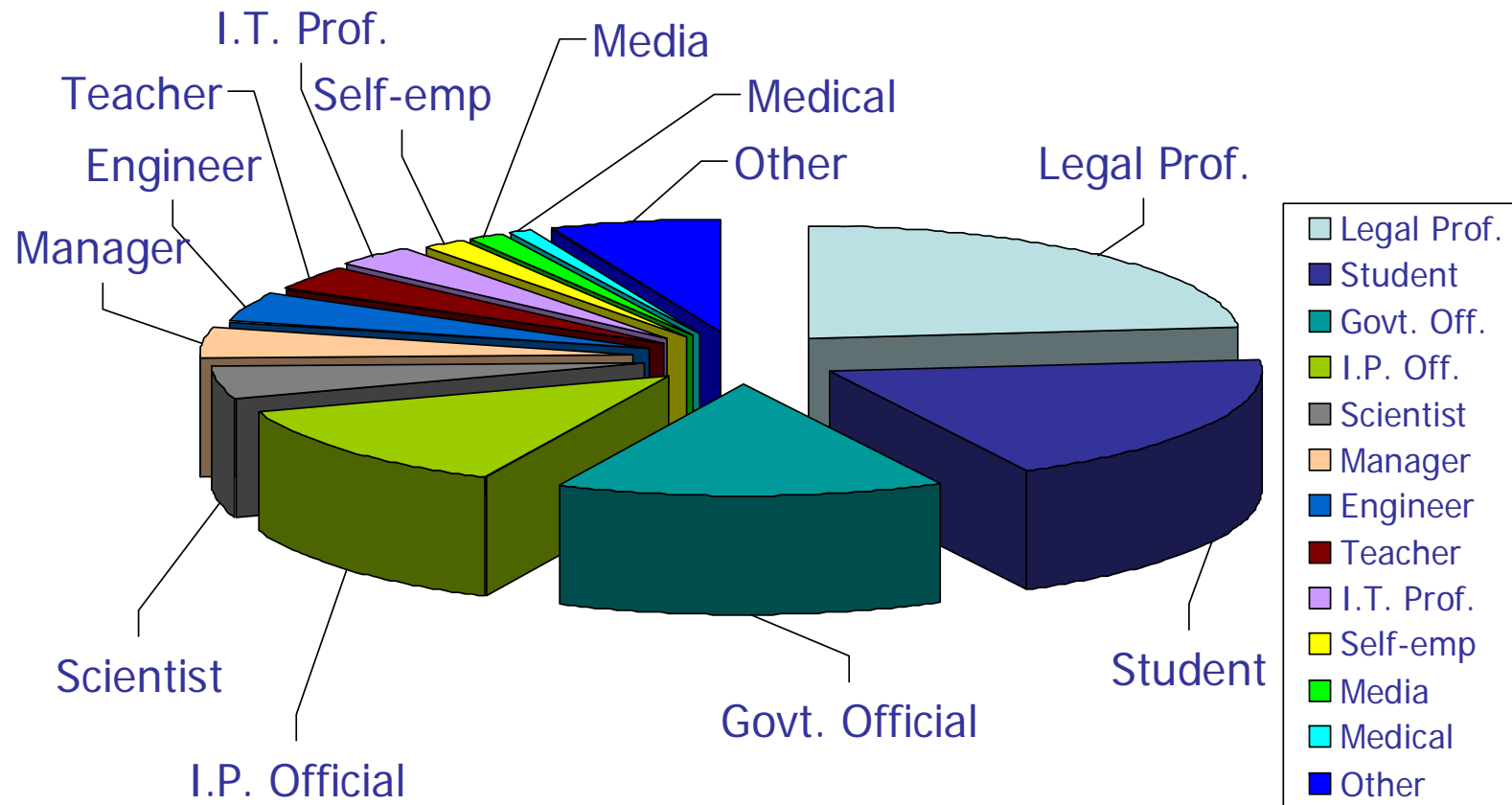
## ■ Advanced DL-200 series (tutored):

- Copyright and Related Rights (2003)
- Electronic Commerce and IP (2004)
- Biotechnology and IP (2003)
- Plant Varieties (Introduction to UPOV Convention) (2005)

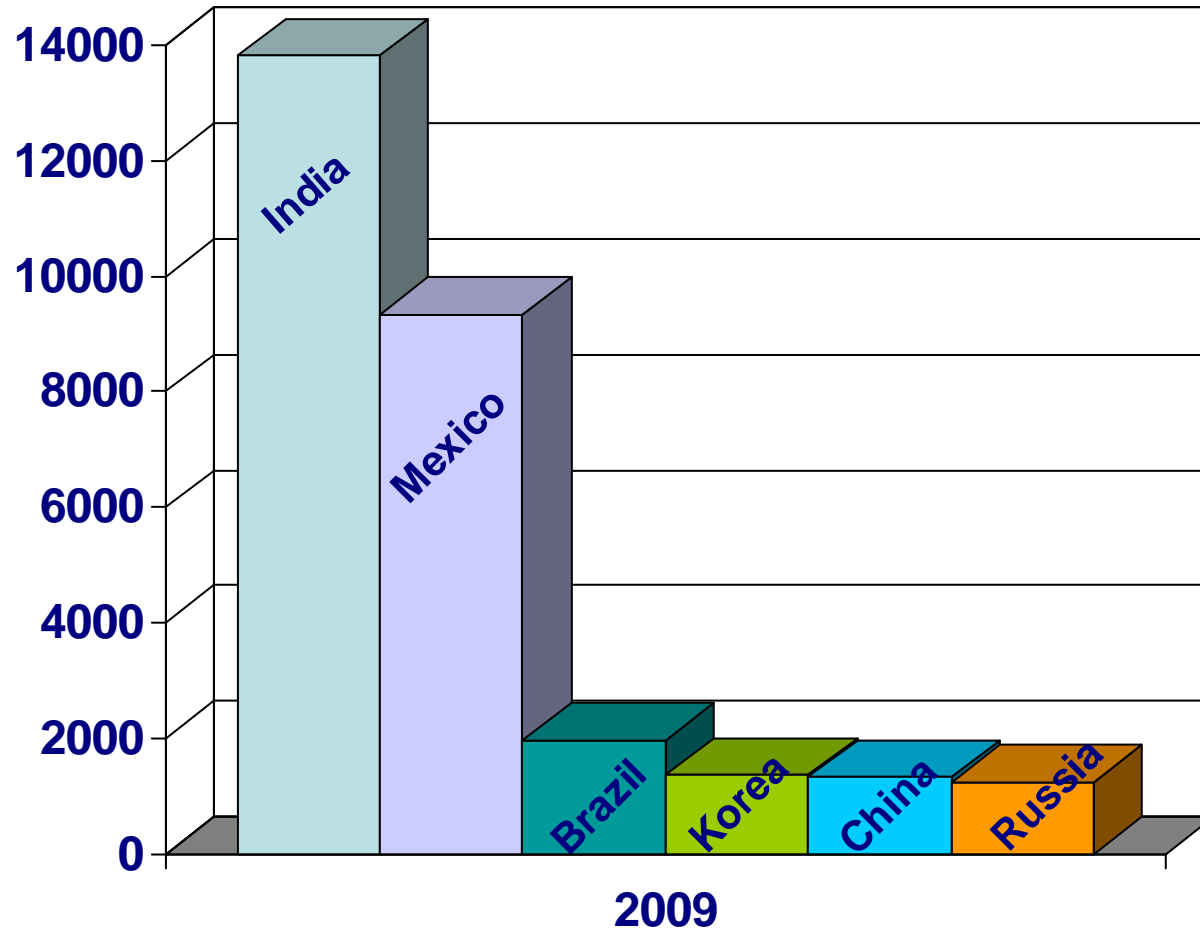
# Available DL Courses

- Advanced DL-300 series (tutored):
  - Patents (2008)
  - Trademarks, Industrial Design and Geographical Indications (2008)
  - Arbitration & Mediation Procedure under the WIPO Rules (2008)
  - Patent Information Searching (2008)
  - Basics of Patent Drafting (2008)
- New in 2010
  - Intellectual Property Management

# Participants – sectors



# Participants - location



# Participants 2008-09

<b>Country / Years</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
Albania, Republic of	4	4	7	13	14
Bosnia and Hertzgovina	1	12	2	0	7
Croatia, Republic of	23	23	25	16	55
Kosovo	0	0	2	4	0
Macedonia, Republic of	0	2	3	6	10
Montenegro, Republic of	0	0	0	0	4
Serbia, republic of	129	29	4	15	30
Turkey	51	46	23	38	123

# How do we teach

- DL Tutors / Faculty / Partners
  - Multi-lingual experts, practitioners, professors in specialized fields of IP
  - Training materials & guides provided
  - Trained to teach online, to motivate students
  - Provide case summaries, course reviews, updates & enhancements
  - Engage in blended learning programs
  - Dynamic pedagogy (teaching of development agenda)
  
- 2009 engaged 51 tutors from 28 countries



# DL Faculty

- Tutor teams
  - Head tutor (discussion topics, final exam)
  - Tutor (animate forum, contribute exam questions)
  - Feedback on practical exercises & search drills
  - Collaborative WIKI for grading final exams
  - Tutor team WIKI (tutor manuals, team bios, schedule, discussions, review areas)
- Tutors' workshop
  - share & update best practices / standards
  - provide common tools
  - new approaches to teaching online

# Course Content

- Online course content based on:
  - WIPO manuals & publications
  - Contributions from practitioners
  - Commissioned case studies
- Pedagogy introduced by DL experts (Bloom Method & O.U. course writing methodology)
- Courses reviewed & updated:
  - Minor every year
  - Major every 2 to 3 years (tutor / student evaluations)
- Collaborations, customizations, evaluations


# DL Collaboration

- As part of Masters programs (students become tutors)
- IP education programs of universities (some for credit):
  - Harare (HIT), Khartoum, Mexico, Recoop-Hst Consortium, Rep. of Korea (9)\*, Robert Kennedy College, Slovenia, Ukraine, Uruguay (customized exam), Zambia)
- Institutional Readiness to offer DL (Croatia) [China, Russia, Mexico, Thailand, Viet Nam, Brazil]
- Translation of DL-101 into national languages (Korea, Turkey, Ukraine, Viet Nam, Thailand)
- Customized versions - Korea model

# DL Collaboration

- Internal training of staff
  - WIPO – blended with face-to-face
  - Externally – means of promoting staff
- WIPO programs – pre-requisite (summer schools, seminars)
- Patent drafting (blended)

# CIS – RECOOP-Hst

- Cedars-Sinai Medical Center with 11 Central and Eastern European Universities and Academic Institutes from 6 countries (Croatia, Czech Republic, Hungary, Romania, Slovakia, and Ukraine) formed the Regional Cooperation for Health, Science and Technology (RECOOP HST) Consortium 
- Goal: to train and motivate scientists to capture and maximize the value of the laboratories through the use of IP - for the benefit of the public
- Pilot 2007 (Hungary, Romania, Croatia) [101, 201, 204] to evaluate for in-house training of faculty, PhD students, research scientists

# CIS – RECOOP-Hst

- Scientists, PhD students:
  - General Course on IP [495 participants, x universities]
    - 2 credits in U. of Debrecen, Hungary
    - Compulsory at Carol Davila U. of Med & Phar, Bucharest
- Senior faculty, research managers
  - Biotechnology and IP [75 participants, x universities]
  - Patent Information Search [21 participants, x universities]
  - Basics of Patent Drafting [21 participants, x universities]

# Our challenges

- Meeting increase in demand
  - new languages, new courses, new topics
  - increasing faculty in developing countries
  - widen the scope of our audiences
- Continuous improvement of services
  - increasing completion rate
  - facilitating customization
  - improving IT platform to meet the technological gap
  - updating courses (more cases, new global challenges)
  - seeking new collaborations, networking with IP Academies

# Thank you

WIPO Academy

<http://www.wipo.int/academy>

[Academy.mail@wipo.int](mailto:Academy.mail@wipo.int)



# LL.M. in IP (U. of Turin)

- Target audience: professionals & junior academics
- Curriculum: classical topics of IP law, as well as a specialized analysis of the latest developments IP
- Diversity in background of students and lecturers
- 3 cycles (9 12 months)
  - Distance learning (preliminary & homogeneous background)
  - Face-to-face (lectures, video conf., case studies, drafting)
  - Preparation and finalization of research paper
- Scholarships offered by WIPO
- Some internships (DL tutors)
- Research papers published



# RECOOP Consortium Members

- Cedars-Sinai Medical Center, Los Angeles, California;
- Faculty of Military Health Sciences, University of Defense, Hradec Kralove, Czech Republic;
- School of Medicine University J. J. Strossmayer Osijek, Croatia;
- University of Debrecen, Hungary;
- University of Pecs, Hungary;
- University of Szeged, Hungary;
- Carol Davila University of Medicine and Pharmacy, Bucharest, Romania;
- Slovak Medical University, Bratislava, Slovakia;
- Institute of Molecular Biology and Genetics, National Academy of Science of Ukraine, Kyiv, Ukraine;
- Palladin Institute of Biochemistry, National Academy of Sciences of Ukraine, Kyiv, Ukraine;
- Institute of Cell Biology, National Academy of Sciences of Ukraine, Lviv, Ukraine;
- Danylo Halytsky Lviv National Medical University, Lviv, Ukraine.

