WIPO Academy Programs

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

Belgrade
2nd 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
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 stakeholders 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
- 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


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
- Teaching of IP: Principles & Methods
  - (internationally renowned professors and practitioners share their teaching techniques in their particular fields of expertise)
- WIPO Administered Treaties:
- 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)
  - 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)
- New in 2010
  - Intellectual Property Management
Participants – sectors
Participants - location

India
Mexico
Brazil
Korea
China
Russia

2009

0
10000
20000
30000
40000
50000
60000
70000
80000
90000
100000
110000
120000
130000
140000

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION
## Participants 2008-09

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<th>Country / Years</th>
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How do we teach

- DL Tutors / Faculty / Partners
  - Multi-lingual experts, practicioners, 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
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 in 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.