WIPO Academy Programs

Pedagogy development in higher learning and advanced distance learning courses

C. Storan, Distance Learning Program
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
- 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 in the 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 DL 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]
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 - location

- **India**: 14000
- **Mexico**: 10000
- **Brazil**: 8000
- **Korea**: 6000
- **China**: 4000
- **Russia**: 2000

**Year**: 2009
### Participants 2005-09

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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
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
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]
    - 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]
  - Patent Information Search [21 participants]
  - Basics of Patent Drafting [21 participants]
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 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.