



**DUBAI
INTELLECTUAL
PROPERTY
TRAINING CENTER**



أكاديمية دبي لريادة الأعمال

Dubai Entrepreneurship Academy

الذراع التعليمية لمؤسسة محمد بن راشد لتنمية 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
& CONSUMER PROTECTION DEPARTMENT
DUBAI ECONOMY**

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.

Last date of registration

August 20th

Date	August 26 th - 28 th ,2019
Language	English
Fee	AED 9,450 (Including VAT)
Location	Suntec Convention Centre (SINGAPORE)

For Registration
& More Information

0552054555
04 361 3061
04 361 3055
dea@sme.ae

In cooperation with

IP academy
SINGAPORE

Education service permit issued by KHDA
Permit No. 60939

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 program is what you need. It is designed to provide you the most important information of IP management and Innovation Protection. You will learn from renowned global companies and organizations' on their best practices in managing and protecting their IP assets.

For supporting government agencies, it will equip you with the relevant knowledge to advise government professionals, 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 - 20 pax

DATE

August 26th - 28th, 2019
3 Days

TRAINERS

Trainers are from IP Academy, MNCs and Government Agencies.

In cooperation with





First Day | Monday: August 26th, 2019

Fundamentals of IP and site visit for 3M innovation Lab

1

	Time
Welcome Address from IP Academy	09:30
Group Photo taking	09:35
IP Fundamentals:	10:00
- Understanding of Confidential Information/Trade Secrets	
- Understanding of Trade Marks	
Break	11:00
Understanding of Copyright	11:15
Lunch (Provided)	12:30
Bus ride to the site visit (Study Tour)	01:30
3M Innovation Story (Insight about the latest innovation applications and best practices)	02:00
Bus back to Hotel & end of Day 1	04:00



Second Day | Tuesday: August 27th, 2019

Innovation Protection through IP Management and Site Visit for Fusion World - Innovation Lab

2

	Time
IP Fundamentals:	09:30
- Understanding Registered Designs	
- Understanding Patents	
Break	10:45
Protecting Your Innovation Through IP Management	11:00
Lunch	12:00
IP Week Market Place - IPOS Annual Flagship Conference	01:00
Bus ride to the site visit (Study Tour)	02:00
Study Trip: FusionWorld	03:00
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 hotel & End of Day 2	04:30



Third Day | Wednesday: August 28th, 2019

IP Enforcement and site visit for DHL innovation Lab

3

	Time
Civil Enforcement of IP Rights	9:00
Preparation and Dry Run for certificate presentation	11:00
Certificate of Completion (Awarded by IP Academy and Dubai Entrepreneurship Academy)	11:30
Networking Lunch	12:00
Bus ride to the site visit (Study Tour)	01:00
Study Trip: DHL Innovation Center	01:30
- 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 Hotel & End of Day 3	03:30



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GUESTS PEAKERS

- Intellectual Property of Singapore (IPOS)
- IP WEEK Conference (Marketplace)
- Fusion World (A*STAR Gallery)
- DHL Company
- 3M Company

بالتعاون مع

IPacademy
SINGAPORE

مُعتمدة من هيئة المعرفة والتنمية البشرية
رقم التصريح التعليمي 60939

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مركز دبي
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الفكرية



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IDEAS TO ASSETS: Driving Enterprise Growth with IP

27 - 28 August 2019

Marina Bay Sands, Expo &
Convention Centre Level 3



IP Week is the world's foremost IP thought leadership conference, which draws thought leaders, legal experts, and innovative companies to gain first-hand insights into IP commercialisation, and winning strategies that help expand business into global markets.

As the world's premier IP event, it is anchored by The IP Marketplace, an exhibition hall which brings together members of the innovation and IP community to meet and engage. Connections @ IP Marketplace is an initiative aimed at connecting the innovation community and creating business opportunities.

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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.

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REGISTRATION

PROGRAM DETAILS

Program Duration: 3 days (From 26th to 28th August 2019)
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 website: www.dea.ae

REGISTRATION DEADLINE:

6th August 2019 (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

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Thank you, |

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