

**ASEAN-USPTO Seminar on Intellectual Property Rights and Enforcement
Capacity Building for Small and Medium-Sized Enterprises Organized by the
ASEAN Secretariat and the United States Patent and Trademark Office
Bangkok, 22-24 August 2007**

Wednesday, August 22, 2007

I. Welcome Remarks

Jhitraporn Techacharn, Director General, Office of Small and Medium Enterprises Promotion, Ministry of Commerce, Bangkok, Thailand

Peter N. Fowler, Senior Counsel, Office of Enforcement, USPTO, Alexandria, Virginia

II. Session 1: Introduction to Intellectual Property Rights: What They Are and How They Are Protected

Presenter: **Jennifer Ness**, Regional IP Attache, U.S. and Foreign Commercial Service, U.S. Embassy, Bangkok, Thailand

III. Session 2: Identifying and Leveraging Intellectual Property Rights as Entrepreneurial Assets

Moderator: **Peter N. Fowler**, Senior Counsel, United States Patent and Trademark Office, Alexandria, Virginia

Presenter: **Dr. Guriqbal Jaiya**, Director, Small and Medium-Sized Enterprises Division, World Intellectual Property Organization, Geneva, Switzerland

IV. Session 3: Innovation and Valuation of IP Assets: Different Approaches

Moderator: **Daniel S. Miller**, APEC SME Coordinator, International Trade Administration, U.S. Department of Commerce, Washington, DC

Panel:

Ong Chui Koon, Principal Consultant and Head of Industrial Property Services Section, SIRIM Berhad, Shah Alam, Malaysia

Dr. Guriqbal Jaiya, Director, Small and Medium-Sized Enterprises Division,

World Intellectual Property Organization, Geneva, Switzerland

V. Session 4: IP for SMEs: Putting in Place a Trade Secret Protection Program

Presenters:

- i. **Jennifer Ness**, Regional IP Attache, U.S. and Foreign Commercial Service, U.S. Embassy, Bangkok, Thailand
- ii. **Dr. Guriqbal Jaiya**, Director, Small and Medium-Sized Enterprises Division, World Intellectual Property Organization, Geneva, Switzerland

Thursday, August 23, 2007

VI. Session 5: IP Protection and Small Business Organizations: Outreach and Resources

Moderator: **Ann Bacher**, Senior Commercial Officer, U.S. and Foreign Commercial Service, U.S. Embassy, Bangkok, Thailand

Panel:

- i. **Dr. Guriqbal Jaiya**, Director, Small and Medium-Sized Enterprises Division, World Intellectual Property Organization, Geneva, Switzerland
- ii. **Daniel S. Miller**, APEC SME Coordinator, International Trade Administration, U.S. Department of Commerce, Washington, DC

VII. Session 6: Model SME Legislation and Advocacy for SMEs

Moderator: **Peter N. Fowler**, Senior Counsel, Office of Enforcement, United States Patent and Trademark Office, Alexandria, Virginia

Presenters:

- i. **Daniel S. Miller**, APEC SME Coordinator, International Trade Administration, U.S. Department of Commerce, Washington, DC
- ii. **Thitapha Wattanapruttipaisan**, Head, Agreements and Compliance Unit, ASEAN Secretariat, Jakarta, Indonesia

VIII. Session 7: Handling IPR Issues in Business Transactions: A Case Study in

Trademark Licensing, Branding and Franchising

Moderator: **Peter N. Fowler**, Senior Counsel, Office of Enforcement, United States Patent and Trademark Office, Alexandria, Virginia

Presenters:

- i. **Ong Chui Koon**, Principal Consultant and Head of Industrial Property Services Section, SIRIM Berhad, Shah Alam, Malaysia
- ii. **Worathida Tantisattamo**, Chief Administrative Officer, Gianni Enterprise Company, Bangkok, Thailand

IX. Session 8: Case Studies of Effective Exploitation of IPRs

Moderator: **Peter N. Fowler**, Senior Counsel, Office of Enforcement, United States Patent and Trademark Office, Alexandria, Virginia

Panel: **Dr. Guriqbal Jaiya**, Director, Small and Medium-Sized Enterprises Division, World Intellectual Property Organization, Geneva, Switzerland

Friday, August 24, 2007

X. Session 9: Costs of IP Piracy and Counterfeiting to Society and Government

Presenter: **Peter N. Fowler**, Senior Counsel, Office of Enforcement, USPTO, Alexandria, Virginia

XI. Session 10: Enforcement of IPRs: Administrative, Border, Civil and Criminal Practices and Procedures

Presenter: **Peter N. Fowler**, Senior Counsel, Office of Enforcement, United States Patent and Trademark Office, Alexandria, Virginia

Panel:

- i. **Say Sujintaya**, Partner, Baker & McKenzie, Bangkok, Thailand
- ii. **Edward Kelly**, Partner and Director of IP Enforcement, Tilleke and Gibbins International, Bangkok, Thailand

XII. Session 11: SME Perspectives on Challenges to IP Protection and Enforcement

within ASEAN

Moderator: **Daniel S. Miller**, APEC SME Coordinator, International Trade Administration, U.S. Department of Commerce, Washington, DC

Panel: **Ravi Bhatia**, Chief Operating Officer, Suvitech Company, Ltd., Bangkok, Thailand

XIII. Session 12: Roundtable Discussion on the Changing Landscape for SMEs in ASEAN: How to Prepare for the Future

Moderator: **Thitapha Wattanapruittipaisan**, Head, Agreements and Compliance Unit, ASEAN Secretariat, Jakarta, Indonesia

Panel:

- i. **Ong Chui Koon**, Principal Consultant and Head of Industrial Property Services Section, SIRIM Berhad, Shah Alam, Malaysia
- ii. **Dr. Torsak Lertsrisakulrat**, Director, Network for Promoting Innovation to Commercialization Project, Office of Small and Medium Enterprises Promotion, Ministry of Commerce, Bangkok, Thailand
- iii. **Richard Bernhard**, Associate Executive Director, Kenan Institute Asia (KIA Asia), Bangkok, Thailand
- iv. **Serene Chan Puay Mei**, Senior Executive, Intellectual Property Office of Singapore, Singapore
- v. **Ismail bin Ahmad**, Director, Business Development Division, Ministry of Domestic Trade and Consumer Affairs, Putrajaya, Malaysia

XIV. Evaluations and Closing Remarks