





## The Program

The program is intensive, hands on and focused on the integration of IP tools to the research and development needs of the participants, including policy components and strategy development. There will be substantial opportunities for interaction and shared learning. Extensive use will be made of work groups and case studies.

Each participant is encouraged to share with us in advance of the workshop specific examples that you would like to see addressed. Sharing of specific cases is strongly encouraged. At your request, we will modify your case studies and delete confidential business information, and modify the names and parties involved to make the case study non-recognizable. Note that we will distribute in advance a limited but critical workshop package containing material that each participant must have studied prior to his or her arrival to the workshop.

There will not be any opportunity to miss components of the course; your presence is required during the entire meeting.

In order to ensure that the workshop is a success, and to stimulate maximum interaction between participants, we will provide ample social events.

### DAY ONE: Monday, 5 November

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- 2.00pm Meet at the workshop site for Registration, Course Package, etc
- 2.30pm Round Table: **Introduction** by the Organizers, Introduction of Participants, Expectations and Expected Output
- 3.00pm **The Role of IP** and Property Protection in the Emergence of the Seed Sector in the US
- 3.20pm A Conceptual **Definition** of Property and IP
- 3.50pm **Analysis of Tools, Processes and Strategies:** Introduction to IP and its Impact on International Ag Research and Development
- 4.40pm Discussion and Assignments for Tomorrow
- 5.30pm Cocktail Reception

### DAY TWO: Tuesday, 6 November

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- 9.00am **The Statutory Toolkit followed by an Extensive Discussion**  
IP tools and their application in international and national agricultural R&D programs. This session will allow participants to develop a conceptual understanding of the IP tools listed below through specific examples: Patents, Trade Secrets, Trademarks, Copyrights, Plant Variety Protection, Contract Provisions, Trade Dress, Multi-tool applications, etc.
- 11.10am Distribution of Working Group Assignments
- 12.00pm "Business Lunch" in Working Groups (**Group Work "A"**)
- 1.30pm **The Contractual Dimension followed by an Extensive Discussion**  
Document analysis and discussion. The session will focus on analysis of the key documents that IP managers are required to deal with on a day-to-day basis. The goal is to allow the participant to learn how to identify and negotiate the critical clauses of these documents. The documents to be studied include: Material Transfer Agreements, Confidentiality/Non-disclosure agreements, License Agreements, Employment and Labor Contracts, etc.
- 3.00pm **Management Tools, or the Strategic Integration of the Statutory Toolkit, Strategic Dimension and Institutional Goals**  
Developing and implementing an IP strategy and series of process steps.

During the session, the following key areas will be analyzed: Key Issues (national vs. international, nature of material, product vs. process patent, distribution and branding, trust and confidence, stewardship etc); IP Background (i.e. audits, due diligence reviews, Freedom to Operate studies, etc.); Long term goal and vision; Cost Analysis.

- 4.30pm General Question and Answer Session
- 5.30pm Distribution of **Case Studies I, II and III** to Working Groups

### **DAY THREE: Wednesday, 7 November**

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- 9.00am This day will be dedicated to working group analysis of case studies, negotiation of scenarios (including real situations identified by participants in advance of the workshop). During the entire day food and drinks will be provided.  
Continue with Working Groups (Case Studies I, II and III)
- 12.00pm "Business Lunch" in Working Groups (Group Work "B")
- 1.00pm Presentations by Invited Guests followed by Panel Discussion on Case Studies I, II and III
- 5.30pm Break
- 7.00pm Cocktail

### **DAY FOUR: Thursday, 8 November**

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- 9.00am **Pertinent Issues in IP Management:** Where and how to identify problems in a contract, Prioritizing focus, time and funding, - Understanding the roles of the players: Identifying needs and wants, Language interpretation, Developing templates, When not to use a template, etc.
- 11.30am Distribution and Discussion of **Case Studies IV, V and VI**
- 12.00pm "Business Lunch" in Working Groups
- 1.30pm Working Groups continued
- 6.00pm Dinner in Working Groups

### **DAY FIVE: Friday, 9 November**

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- 8.00am Working Group Reports (Case Studies IV, V and VI) and Discussion
- 11.00am **General Question and Answer Session**

**Do NOT leave this workshop with a specific IP question unanswered!**

- Closing Lunch with Invited Guests and Award of Certificates
- 12.00pm
- 14.00pm Workshop Close.

SAFE TRIP HOME



To register, and for further information, please contact:

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