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## WORKSHOP

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**ORIGINAL: ENGLISH**  
**DATE: MAY 11, 2022**

### **WIPO Innovation Skills Development Camp (InnoCamp) : IP-driven Research & Development (IP-R&D) from Ideation to Start-up**

organized by  
the World Intellectual Property Organization (WIPO)

and  
Korea Intellectual Property Strategy Agency (KISTA)

with the assistance of  
the Korean Intellectual Property Office (KIPO), Republic of Korea

**Online, Interactive, June 13 – 24, 2022**

PROVISIONAL PROGRAM

*prepared by WIPO and KISTA*

## Week I

### Monday, June 13, 2022 – Day 1: Fundamentals of Patents and Idea Development

Facilitator: Mr. KWUN Kui Wou, Director-Advisor, WIPO Academy

07:00 – 07.30<sup>1</sup> Online meeting room opens

07.30 – 07.40 **Opening Ceremony**

Welcome and Opening Remarks

Title, Surname Name, Professional Title, WIPO Academy, Geneva, Switzerland

Title, Surname Name, Professional Title, KISTA, Seoul, Republic of Korea

**Session 1 Case studies in Success: IP-generated Start-ups**

07.45 – 08.20

▪ **Real World Case Study on Global Start-Ups**

Speaker: Akeem Famuyiwa, Intellectual Property and Intellectual Capital Consultant, Fractional IP Consulting, U.K.

08.25 – 09.00

▪ **Real World Case study on Korean Start-Ups**

Speaker: Mr. Jaemyung Kim, Team Leader, UXN Co., Ltd., Republic of Korea (ROK)

Q & A

09.00 – 09.10

Break

09.10 – 10.00

**Session 2 Inventive Idea Generation and Development: Effective Methodology to Specify Ideas; Real cases focusing on inventions**

Speaker: Akeem Famuyiwa, Intellectual Property and Intellectual Capital Consultant, Fractional IP Consulting, U.K.

Q & A

10.00 – 10.10

Break

10.10 – 11.00

**Session 3 Patenting Inventive Ideas: Consideration for Obtaining Patent Protection**

Speaker: Andras Jokuti, Director, Patent and Technology Law Division, WIPO

Q & A

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<sup>1</sup> All times given in Central European Summer Time (UTC+2); 07:30-11:00 CEST is 14:30-18:00 Korean Standard Time.

Tuesday, June 14, 2022 – **Day 2: Searching around an Invention**

- 07:20 – 07.30 Online meeting room opens
- 07.30 – 09.25 **Session 4 Strategic and Effective Prior-Art Search around an Invention:**  
Two Groups of Sessions by Category of Technology:
- **(Group A) General/Electricity/Electronics/Machinery**
  - **(Group B) Chemistry/Bio-technology**
- Speaker: (Group A) Mr. Sung-wook KIM, Korean Patent Attorney, NAM & NAM IP Law Firm, ROK  
(Group B) Ms. Weon-mee PARK, Duriam Intellectual Property Law Firm, ROK
- Q & A
- 09.25 – 09.40 Break
- 09.40 – 11.00 **Session 5 Searching Prior Art and Enhancing Readiness of Ideas for Patenting**
- 09.40 - 10.20  
10.25 - 11.00
- **Overview of Prior Art Search**
  - **Scope of Prior Art Search; Search Strategy and Techniques- Drawing Search Formula (Technology Tree)**
  - **Patent Search; Selecting Relevant and Valid Patents**
  - **Hands-On Practice**
- Speaker: Mr. Sung-wook KIM, Korean Patent Attorney, NAM & NAM IP Law Firm, ROK
- Q & A

Wednesday, June 15, 2022 – **Day 3: Analyzing the Patent Landscape**

- 7:20 – 7.30 Online meeting room opens
- 07.30 – 09.25 **Session 6 Identifying Key Patent Clusters**
- **Modifying and Complementing Technology Tree**
  - **Quantitative and Qualitative Analysis of Selected Relevant & Valid Patents**
  - **Selection of Key Patents**
- Speaker: Mr. Kee-sub KIM, Senior researcher, Patent Information Promotion Center, ROK
- Q & A

09.25 – 09.40	Break	
09.40 – 11.00	<b>Session 7</b>	<b>Analyzing the Patent Landscape – Scoping Trends and Their Implications</b> <ul style="list-style-type: none"><li>▪ <b>Analysis of Key Patents Related To Competing Technologies (Alternative, Emerging, or Contesting Technologies, etc.)</b></li><li>▪ <b>Analysis of Patent Big Data</b></li><li>▪ <b>Drawing Implications Upon Analysis Results</b></li></ul> <p>Speaker: Mr. Kee-sub KIM, Senior researcher, Patent Information Promotion Center, ROK</p> <p>Q &amp; A</p>

Thursday, June 16, 2022 – Day 4: IP-R&D

07:20 – 07.30	Online meeting room opens	
07.30 – 09.25	<b>Session 8</b>	<b>IP- R&amp;D: Introduction and Success Stories</b> <ul style="list-style-type: none"><li>▪ <b>Basics of IP-R&amp;D and its Methodologies</b></li><li>▪ <b>Advantages and Effects that Companies Benefitting from IP-R&amp;D in Korea Affirm</b></li></ul> <p>Speaker: Mr. Seong-Min CHO, Patent Director, International Cooperation Team, KISTA, ROK</p> <p>Q &amp; A</p>
09.25 – 09.40	Break	
09.40 – 11.00	<b>Session 9</b>	<b>Fundamentals of IP-R&amp;D</b> <ul style="list-style-type: none"><li>▪ <b>Drawing Up IP Strategies (Creation and Use) for Innovation</b></li><li>▪ <b>Identifying Desirable R&amp;D Direction For Innovation</b></li></ul> <p>Speaker: Mr. Seong-Min CHO, Patent Director, International Cooperation Team, KISTA, ROK</p> <p>Q &amp; A</p>

Friday, June 17, 2022 – **Day 5: The Market Environment and Business Planning**

07:20 – 07:30 Online meeting room opens

07.30 – 09.25 **Session 10 Analyzing the Market Environment**

- **Identifying Opportunity/Threat Factors Through External Environment Analysis**
- **Formulating Strategies for Responding to IP Infringement of Competing Companies And Invalidating Competing IP**

Speaker: Mr. Hak-gyu LEE, Patent Director, Essential Patent Center, KISTA, ROK

Q & A

09.25 – 09.40 Break

09.40 – 11.00 **Session 11 Business Plan Drafting**

- **Drafting a Commercialization Plan/Strategy Using Analysis of R&D Direction**
- **Filing Strategy of IP Application: By Country / Market**
- **Strategy to Build IP Portfolio**

Speaker: Mr. Mincheol KIM, J.D., Partner, K&L Gates, USA

Q & A

**Week II**

Monday, June 20, 2022 – **Day 6: WIPO Resources for Technology Innovation**

07:20 – 07:30	Online meeting room opens
07:30 – 08:50	<b>Session 12 IP-Based Financing and Funding, National and International Practice: Learning from Real-Life Cases</b> <ul style="list-style-type: none"><li>▪ IP Asset Valuation</li><li>▪ Funding; IP-backed loan, crowd funding, etc.</li><li>▪ Monetizing</li><li>▪ Sale and Licensing</li></ul>
	Speaker Prof. Chul CHOI, Professor of Law and Director, Center for International Intellectual Property and Finance at Law School of Hankuk University of Foreign Studies
	Q & A
09:00 – 11:00	<b>Session 13 WIPO Resources, Network, Resources and Platform to Technology Innovation</b>
09:00 - 09:30	<b>Technology Innovation Service Center (TISC) network</b>
	Speaker: Mr. Ituku ELANGI BOTOY, Industrial Property Information Officer, TISC Development Section, WIPO
	Q & A
09:30 - 10:10	<b>Various Resources available for TISCs</b>
	Speaker: Mr. Ituku ELANGI BOTOY, Industrial Property Information Officer, TISC Development Section, WIPO
	Q & A
10:10 - 10:20	Break
10:20 - 11:00	Speaker: <b>Technology Transfer Resources</b>
	Ms. Olga SPASIC, Head of the Technology Transfer Section, WIPO
	Q & A

Tuesday, June 21, 2022 – **Day 7: Patent Strategy and Business Planning**

07:20 – 07.30	Online meeting room opens
07.30 – 10.20	<b>Session 14 Group Activities and Presentation Preparations (I):</b> Patent Strategies and Business Plans
	Facilitator, Coach(es): To be determined
	Q & A
10:20 – 10.25	Break
10.25 – 11.00	<b>Coaching / Mentoring</b>

Wednesday, June 22, 2022 – **Day 8: Patent Strategy and Business Planning**

07:20 – 07.30	Online meeting room opens
07.30 – 10.20	<b>Session 15 Group Activities and Presentation Preparation (II):</b> Patent Strategies and Business Plans
	Facilitator, Coach(es): To be determined
	Q & A
10.20 – 10.25	Break
10.25 – 11.00	<b>Coaching / Mentoring</b>

Thursday, June 23, 2022 – **Day 9: Reflection of IP R&D Process**

07:20 – 07.30	Online meeting room opens
07.30 – 11.00	<b>Session 16 Final Group Presentations</b>
	Speaker(s): Participants
	Q & A

Friday, June 24, 2022 – **Day 10: Conclusion**

07:20 – 07.30	Online meeting room opens
07.30 – 08.30	<b>Session 17 Evaluation and Concluding Discussion</b>
	Facilitator: To be determined

08.30 – 09.00

**Closing Ceremony**

Certificates of Completion

Honorable Mention Award (Best-performing team, President of KISTA)

Closing Remarks

Title, Surname Name, Professional Title, KISTA, City, Republic of Korea

Title, Surname Name, Professional Title, WIPO Academy, Geneva, Switzerland

End of Program

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