

WIPO Virtual Project on Capacity Building for National SMEs Support Institutions for Caribbean Countries

Phase 3

organized by
the World Intellectual Property Organization (WIPO)

in collaboration with
the Jamaica Intellectual Property Office (JIPO)

Monday, December 14, 2020

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Note: The program times are in Geneva local
time (CET)



16.00 – 16.15**Topic 1****How is WIPO Serving SMEs – Accessing WIPO Services****Speaker:**

Ms. Carol Simpson, Head, Caribbean Section, Regional Bureau for Latin America and the Caribbean, WIPO

16.15 – 16.30**Topic 2****WIPO Self-Assessment Tool for SMEs****Speaker:**

Ms. Tamara Nanayakkara, Counsellor, SMEs and Entrepreneurship Support Division, Department for Transition and Developed Countries (TDC), WIPO

16.30 – 17.00**Topic 3****Seizing Global Opportunities (Part 2) – Key Case Studies on Brand Extensions through Licensing****Speaker:**

Mr. Steven Ekstract, Managing Director, Global Licensing Advisors, New York, United States of America

17.00 – 17.15**Topic 4****How to Identify, Protect, and Manage your IP****Speaker:**

Dr. Marcus Goffe, Deputy Director/Legal Counsel, Jamaica Intellectual Property Office, (JIPO), Kingston, Jamaica

17.15 – 17.30**Topic 5****How to Monetize your IP****(a) Licensing****(b) Distribution Agreements/White Label Agreements****Speaker:**

Dr. Marcus Goffe

17.30 – 18.00**Topic 6****Question and Answer****Participants:**

All participants

Moderator

Ms. Cavelle Johnston, Consultant, Kingston, Jamaica

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Meeting URL

<https://wipo.webex.com/wipo/j.php?MTID=m549981099914cd55a4f82d06183bcabf>